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## COMMENT



Another set of rules designed to tighten up the VAT system brings in a "default surcharge" for persistently late returns, from October. Not that the majority of pharmacists have ever had cause to delay making their VAT returns, despite the onerous task of accounting for VAT through the books, and filling in yet another dreaded form. The fact that the Government is indebted to those pharmacists with a dominant NHS business should mean the paperwork is filled out with relative zeal each month, to claim back the missing money and bolster cash flow. The National Pharmaceutical Association's VAT system, and the Association's early and crucial intervention with Customs and Excise when Value Added Tax was introduced some years ago, has eased the load of the average independent pharmacist though some, apparently, still put off the day.

According to fresh advice from the NPA (see p134)



pharmacists would be well advised to comply with their VAT deadlines or risk losing the chance of making monthly returns. Offending pharmacists will only be permitted to make a VAT return three-monthly and will be made to wait for their cash. In our view this is harsh treatment for a VAT trader whose best interests lie in making prompt monthly returns.

And those traders who live in fear of a knock at the door from the tax man can never rest easy. The VAT man gets a new lease of life following a rejection by the Government of a Labour demand during the report stage

of the Finance Bill, that traders who fail to register for VAT by accident rather than design are penalised less severely.

At a time when the Government is apparently bent on reducing the burden of red tape and paper that stifles the entrepreneurial spirit of the small businessman, this latest put down is unfortunate. However, as long as beating the system remains so appealing to the British businessman, then perhaps the Government is right to be wary of the rogues who delight in pitting their wits against the might of the Civil Service machine. The penalties are usually paid in cash or kind and are guaranteed to hit the pocket.

However painful, such punishment regrettably carries little commercial stigma — which is why the Government will continue to treat traders as potential fiddlers, and will not allow ignorance as a defence when they abuse the system.





# Schering lose brand name appeal

**Schering Chemicals Ltd have lost an application in which they challenged the refusal of the Government to list the company's sedative Noctamid for prescribing by its brand name.**

Mr Justice Macpherson dismissed with costs Schering's application in the High Court last week. He also held that there was no breach of Article 30 of the European Economic Treaty.

Giving a reserved judgment after a two-day hearing, the judge said Schering AG in West Germany developed a drug called lormetazepam.

The company decided to market the drug in the UK in two strengths under the brand name Noctamid. Another manufacturer marketed the same drug in capsule form. It was anticipated that at least one other manufacturer would soon bring onto the market a rival tablet form of the drug, since there was no current patent in respect of lormetazepam.

Noctamid had been marketed in the UK since 1981 and much money spent on promotion and research. In April last year the NHS limited list came into effect.

It was said that the prohibition caused considerable damage to Schering's legitimate interests, and gave rise to the risk of confusion and mistakes in prescribing and dispensing.

Schering could convincingly claim that their sales were reduced by the refusal to list their brand name. The question was whether the decision or measure concerning that brand name was justifiable, or was contrary to the provisions of Article 30 of the EEC Treaty.

After dealing with legal decisions in detail, the judge said the intention of the limited list was to promote the financial stability of the health care service. The aim of generic listing was to limit or reduce cost. In his view the Government decision was made *bona fide* with the intention of cost saving. The criteria used or followed were truly objective. There was no reason to criticise what was done as having been unreasonable or disproportionate.

The measure concerned was not one confined to the particular brand name in question. The principle of exclusion of a brand name where there was an available generic description was operated throughout the list. Anyone could obtain Noctamid on a prescription, albeit the brand name could not be given.

There was no breach of Article 30 to be discerned or found to exist. "Of course I understand Schering's unhappiness at lost promotional costs and reduced sales. But I am convinced that their position, which is certainly not the result of any trading restriction or barrier as such, is not protected by Article 30," said the judge.

Northumberland, Liverpool, Bromley, Hereford and Worcester, and Buckinghamshire FPCs. All except the one from Hereford and Worcester and the two from Clwyd FPC are in the same PPA pricing division.

There are independent, multiple (not Boots) and health centre pharmacies in the trial, dispensing between 1,500 and 8,000 prescriptions a month, including private and hospital forms, from as few as eight doctors to as many as 100, for a whole range of items including dressings and homoeopathics products.

Three pharmacies will start the trial in September, followed by 9 in October and the last six in November.

Arthur Andersen hope that any major problems will be ironed out with the three initial trialists so that the finer details can be studied with those joining later. It will also make installation of modified equipment and training easier to handle. The trial is due to finish next February.

## RDC applications swing to chemists

**An increasing number of applications to the Rural Dispensing Committee are coming from pharmacists seeking preliminary consent to open pharmacies.**

Although GP applications still outnumber those from pharmacists, their numbers have fallen substantially while those from pharmacists have risen. In its second report covering the year to March 31, 1985, the RDC noted 93 applications were received from doctors and only 13 from pharmacists.

All the seven cases considered by the RDC at its July 3 meeting were applications for preliminary consent from pharmacists. Six were granted. Mr M. Stephens has got consent to open at Lenham, Kent; Mr J. Woch has got the go-ahead to proceed at Walton, Wakefield, although a joint application by Mr A. Chetter and Mrs E. Ward to open at Upton, Wakefield was rejected.

Applications for preliminary consent from Mr N. Patel (West Burgholt, Essex), Mr Mandelbaum (Hassocks, West Sussex) Allens Chemists (Southwell, Notts) and Christopher Taylor Ltd (Blandford, Dorset) were successful.

## First interferon for Roche

**Roche has been granted its first UK product licence for an interferon product, Roferon-A, for the treatment of Aids-related Kaposi's sarcoma.**

Kaposi's sarcoma is the most common malignancy in Aids patients with about 30 per cent of patients affected. Although Roche is the first company in the UK to introduce interferon for this condition, it lags behind Schering in the number of licences granted worldwide.

Roferon-A has been found to be effective in about 25 to 35 per cent of patients. Kaposi's sarcoma is an aggressive form of skin cancer.

Roche collaborated with Genentech Inc to produce its recombinant (genetically engineered) interferon. A booklet "A progress report on Biotechnology", outlining the latest developments in the field is available to pharmacists from the *Public Relations Manager, Roche Products Ltd, PO Box 8, Welwyn Garden City, Herts AL7 3AY.*

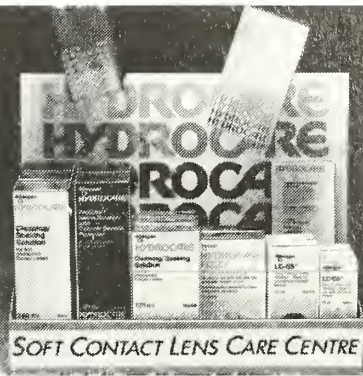
## PPA trialists selected

**Eighteen pharmacies have been selected for the computer prescription pricing trial (see C&D May 10, p924).**

The pharmacies selected represent a wide range of types of business and dispensing, say Arthur Andersen who are co-ordinating the trial. It will look at the feasibility of pricing prescriptions from information transmitted direct from dispensing computers to the Prescription Pricing Authority's computer.

Six pharmacies from each computer supplier — John Richardson Computers, Unichem and Vestric — are to take part. There are three pharmacies from Wigan FPC, two each from Newcastle, Bedfordshire, Hertfordshire, Wiltshire and Clwyd and one each from

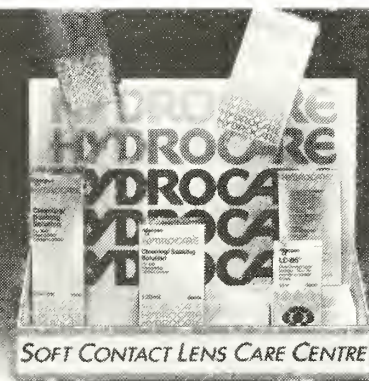




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# GOING...



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Panadol and Actal are registered trade marks. Full information is available from  
Winthrop Laboratories, Onslow Street, Guildford, Surrey, GU1 4YS.



## Brothers free after CD offence

**A Harley Street doctor and his pharmacist brother walked free from Horseferry Road Court last Wednesday, convicted of a "technical" offence of supplying Controlled Drugs for use in Nigeria (C&D July 12, p7).**

"He was aware of the real difficulties in Nigeria and did it purely for humanitarian reasons," said Mr John Groce, defending Dr Anthony Hirsh, a £40,000 a year GP with a private Harley Street practice, who also works at various NHS hospitals.

He had visited a Nigerian doctor's surgery in Lagos, where he agreed to try and help after learning of the corruption in the black market for drugs and the scarcity of medical supplies, said Mr Groce.

Dr Hirsh, of The Garden Flat, Warrington Crescent, Maida Vale, a Fellow of the Royal College of Surgeons, and his brother Michael, 39, of Doyle Gardens, Harlesden, were conditionally discharged for a year.

## 1,264 PL(PI)s granted so far

**From March 1 to June 27 this year, 360 parallel import licences were granted.**

During this period 439 applications were received, and new applications are currently being submitted at around 50 per week, Health Minister Barney Hayhoe told MP Tony Lloyd in a written answer to a Parliamentary question this week.

Since the scheme was introduced, 2,940 applications have been received and 1,264 licences granted. Some 2,302 applications have been processed.

Some pharmaceutical importers are still finding ways to circumvent the spirit of the PL(PI) system.

C&D understands that one importer is currently supplying customers with two lists — one of licenced products, and the other of products imported from the EEC, but not licenced. The second list carries the proviso that items on it should be bought by the pharmacist for named patients only, making use of the section in the Medicines Act under which PIs were originally brought into the country.

And C&D has also heard of an instance where an importer, who has a valid licence for a product from a particular source, is importing from a different EEC country where the margin offered is greater, and

They admitted unlawfully supplying to Ciasse Thierno a total of 250 ampoules of pethidine and Pethilorfan in January 1985, at the chemist's shop in Buckingham Gate, Victoria, where the pharmacist works.

Crown prosecutor Mr Stephen Swan said the offence came to light during routine checks by a Home Office official at the pharmacy who examined signed orders for drugs for Nigeria in respect of which there was no export licence.

Mr Groce said Dr Hirsh had offered to help Dr Thierno when he told him he was in need of the pain killers, used mainly for women and children. He wrote out the prescription after taking advice from his brother, who, said Mr Jonathan Fisher, defending the pharmacist, had not realised an export licence was required.

Mr Fisher added that the transaction would have been legal had the Nigerian doctor been practising in this country.

Magistrate Mr Charles Davidson, who also ordered the men to pay £100 costs each, said he was satisfied they committed a technical offence, acting on purely humanitarian motives. Both now face disciplinary hearings before their respective professional bodies.

labelling with the licence number he has.

Another wholesaler is to tighten warehouse procedures after a couple of lines, for which licences had been refused, were sent out to a customer in error.

The following PL(PI)s have been notified to C&D since the June 28 supplement.

### Dowelhurst Ltd

PL/5662/0097	Volstarol 25mg tablet	Diclofenac sodium 25mg
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### M.K. Shah Pharmacy

PL/5036/0097	Stromba 5mg tablet	Stanazolol 5mg
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### Whitworth Pharmaceuticals Ltd

PL/4432/0102	Feldene 20mg	Piroxicam 20mg
PL/4423/0143	Rivotril 2mg	Clonazepam 2mg
PL/4423/0142	Trandate 100mg	Labetalol hydrochloride 100mg

## CSM reports

**The Committee on Safety of Medicines considered 809 applications for Product Licences and clinical trial certificates from January 1981 to December 1985.**

The Committee also discussed the safety of 80 drugs or groups of drugs already on the market or undergoing clinical trials, Health Minister Barney Hayhoe told MP Jack Ashley in a written answer this week. In eight of these cases licences or certificates were revoked; 13 were voluntarily surrendered.

## Fees link with treatment time

**The Pharmaceutical Services Negotiating Committee is to put to the DHSS another method of relating the prescription fee to the period of treatment.**

The initial proposal was that there should be a supplementary fee for scripts over 28 days. But imprecise directions and the need to calculate the period of treatment from the quantity supplied would have caused excessive problems for the Pricing Authority.

The PPA already has information on the average quantity of medication supplied per script. PSNC now proposes that if the script is for an amount above the national average a supplementary fee is paid.

Strong representations are to be made to the Department to ensure scripts are priced more quickly, so that chemists are paid within the terms of the contract. This follows complaints about late payment and advances that are not 100 per cent.

PSNC is urging wholesalers to show on invoices which items are charged at nil discount. The treatment of nil discount has been held over to stage two of the new contract, but since it is impossible to establish which items are discounted, pharmacists are still seeing a proportion of their net profit eaten away. The situation will be aggravated when on-cost falls to 5 per cent under the new contract.

PSNC understands Rorer Pharmaceuticals will supply their blacklisted mucolytic Mucodyne free to pharmacists for patients with a genuine need.

The product has to be entered as a no charge item in the prescription book. Mucodyne has been available under similar terms to GPs for some time.

The PSNC video on the role of the pharmacist is to be launched in September.

Marshall Gellman and Bob Onley have been proposed to the Secretary of State for positions on the PPA. Michael Bridger has been appointed by the PSNC as a member of its negotiating team.

■ Labour MP Mr Dale Campbell-Savours quoted extensively from a letter sent by PSNC chief executive Alan Smith to the Public Accounts Committee during the third reading of the NHS (Amendment) Bill in the Commons last month. Mr Smith had pointed out the extent to which the Government was indebted to contractors and how "good business acumen" had led to savings in drug costs, clawed back by the DHSS.



## MSC grant NPA training help

**Pharmacists thinking of entering an assistant on the National Pharmaceutical Association's training course may be eligible for funding from the Manpower Services Commission.**

The NPA's training officer, Mrs Ailsa Benson says one pharmacist from the North-East has been given an MSC grant for adult training skills development for one of her assistants on the course starting this September. The grant is funded by the MSC's area office, to whom any applications should be made, but may amount of funding available vary from area to area.

## Bungled...

**Bureaucratic bungling prevented the Candian Government introducing its drugs patent bill in Parliament on its last work day before September.**

The controversial measure, which would grant patent protection in Canada for new drugs for ten years, is widely expected to raise drug costs. US multinationals have been pressing for such action for some years.

The Speaker told MPs that his staff were to blame for a foul-up that left Cabinet Ministers trying to explain the contents of the legislation but refusing to show it to reporters, says the *Ontario Globe and Mail*.

Opposition MPs refused to overlook the mistake and let the Government table the legislation. Apparently a document bearing the Governor General's signature, required for the Bill to be formally introduced, was held up by a security guard, who would not allow it to be delivered.

## Numbers up 39

**The number of registered pharmacies in Great Britain jumped 39 in June to 11,472, the highest figure since 1974.**

In England 49 shops opened and 16 closed (eight openings were in London, but there were no closures). Wales saw five openings and Scotland four, with three closures.

Pharmacy numbers have been increasingly steadily after a long period of decline was halted in 1980.

## 28 or 30? That is the question

It must be the time of the month or something — this has been a distinctly niggling week.

Real cause for irritation came when a customer, not one of my regulars, told me she knew she shouldn't have come to me as her chemist told her I gave short measure on prescriptions. This hurt! In the first place I am honest — in the second I don't care how hard a time they are having or how desperate they are to build up trade — no pharmacist contractor should criticise a colleague to a lay person in such a way. It is unethical and, I suspect, slanderous.

If a contractor believes another is deliberately cheating his customers he has ways enough of getting action taken to check the abuse without publishing it to the world which — if you understand my use of words — leaves him exceedingly vulnerable. But what really got me going was the fact that he was right!

Since the DHSS ruling about original pack dispensing I have always given original packs of Frumil 28 or 56, for example, where 30 or 60 were ordered, reasoning that this was the whole point of the operation. But no, it seems whether or not such an obviously correct practice is adopted is now a matter of choice for the individual dispenser with no rhyme nor reason to what is decided. I found my helpful colleague, whose name I was not given, prefers to play the game towards his customers by splitting packs and giving the "right" number. So now what do I do?

## Who's paying?

I have just had preliminary figures relating to my last year's trading, with the most important line being the bottom one — profit, net. From which I move to the estimated tax liability, with its concurrent NHS requirements. And from there I move to the painful part. How much have I put aside for these demands, and is it enough? Not quite! I had to replace the car this year, so once more I'll be running into the red.

But what has it to do with anyone else? Well, I'll tell you. Over the last year or so I have been dispensing scripts NHS for a considerable number of what I can only describe as foreign students. Maybe I condemn myself as racist and chauvinist, when I say I resent these people being able to claim exemption from payment since they are receiving Social Security benefits, to which I contribute more than

average. I cannot see why we should support, for example, a couple of Arab drug addicts in a life style which allows them a three-roomed bungalow, and a two-year-old Mercedes, and gives them their drugs free. I suppose in reality the problem is relatively small and I am just tired and irritated by the attitude of one of them today. Maybe they are refugees — but surely anyone who claims benefits should have some history of having at least contributed to the scheme.

## Aspiring to junior aspirin?

I find myself puzzled by the fuss over the 75mg tablets of aspirin dispersable. Am I just lucky to have bought a bulk pack of 500 or was it 1,000 of Cox's recently?

I've been dispensing them for a year or so on scripts, and selling them for longer than that to men and women of mature years to be taken, one a day, to diminish the risk of heart attack. Am I to understand this product is to be withdrawn? If it is, then what sort of profession are we?

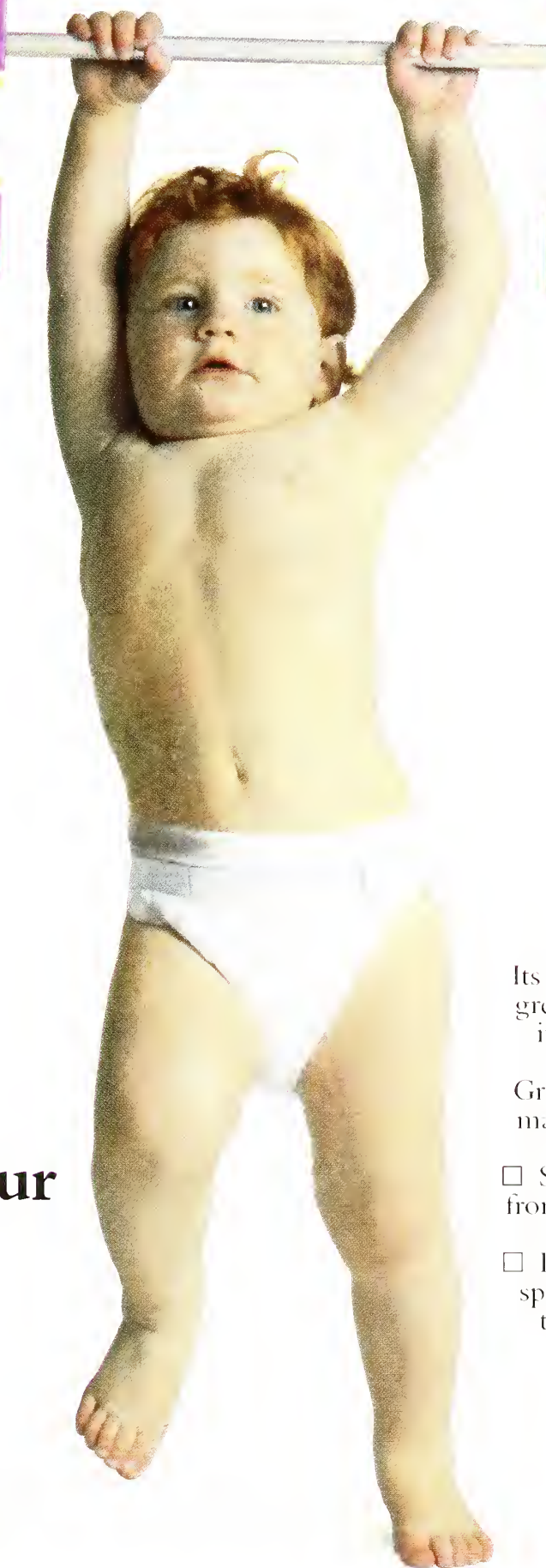
Of course it was proper to remove retail packs intended for children from sales. But, as a responsible group of experts on drugs, we could most certainly be trusted to ensure that future sales for perfectly legitimate use by adults, could be entrusted to our discretion and integrity. It is inconceivable that any parent, knowing the risk, would want to give it to a child in any case. Ask yourselves... "What is our job?"

## Contracted down and out?

I cannot but feel the most dismal disappointment at the latest news from the mother of Parliaments.

I can still remember the joyous euphoria of those glad moments when we thought — blessed fools — that we had in our grasp something approaching a degree of security, with the Government apparently sincere in wanting a contract we could agree to. And now, after months of off-putting the enabling Bill is still off the stocks destined to be launched last year or sometime never.

At this moment, I have the information from a local estate agent — a friend of mine of long standing — that his company has been instructed to try to obtain premises, if it can, in my parade for a pharmacy. He could not tell me who, nor did I ask, since as there is ample money behind the request it doesn't matter. I face another six months' sweat.



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## Roferon-A

**Manufacturer** Roche Products Ltd, PO Box 8, Welwyn Garden City, Herts AL7 3AY

**Description** Sterile powder for reconstitution in single dose vials. Each vial contains three, nine or 18 million units of lyophilised interferon alpha-2a(rbe), 9mg sodium chloride, and 5mg human serum albumin included as a stabiliser. The solution is reconstituted by adding 1ml sterile water for injections. Roferon-A is a highly purified protein containing 165 amino acids in known sequence, produced using recombinant DNA technology

**Indications** Use as a single agent in the treatment of AIDS-related Kaposi's sarcoma.

**Dosage** *Induction dose:*  $36 \times 10^6$  units by deep intramuscular injection at varied sites daily for four to ten weeks.

*Maintenance dose:*  $36 \times 10^6$  units IM three times a week. Dosage should be modified to take account of constitutional symptoms. Patients should be treated for 30-90 days before determining possible benefits of continued therapy. Elderly patients may be more susceptible to side effects; safety and efficacy in children not established

**Contraindications** In patients with severe pre-existing cardiac disease, severe renal and/or hepatic disease; compromised CNS function; severe myelosuppression. Should not be administered to fertile persons of either sex not practising effective contraception. Only administer in pregnancy if benefits justify potential risk (animal tests do not indicate Roferon-A is teratogenic). No information available on excretion and effect during lactation

**Precautions** see Data Sheet

**Drug interactions** Alpha-interferons may affect the oxidative metabolic process. Interactions could occur following concurrent administration with centrally acting drugs

**Side effects** Generally dose related and reversible upon dosage reduction. The most common are influenza-like symptoms — fever, chills, headache and malaise. They can be reduced by concurrent administration of paracetamol and tend to diminish with continued therapy. Severe anorexia and weight loss may occur. Marked CNS effects may occur including depression, dizziness and drowsiness. Transient hypo- or hypertension, oedema, cyanosis and arrhythmias may be seen. See Data Sheet for further information

**Pharmaceutical precautions** Maximum storage temperature  $25^\circ\text{C}$ . Do not freeze. Reconstituted vials should be used within 24 hours (store in a refrigerator)

**Supply restrictions** Prescription only

**Packs** Vials containing 3 (£16.96 basic

NHS), 9 (£50.88) or 18 million (£101.77) units with ampoules of 1ml water for injections, in packs of five

**Product licences** 3 million units

0031/0201, 9 million units 0031/0215, 18 million units 0031/0202

**Issued** July 1986

## Lipobase

**Manufacturer** Brocades (Great Britain) Ltd, Brocades House, Pyrford Road, West Byfleet, Weybridge, Surrey KT14 6RA

**Description** The bland cream base used in Locoid Lipocream

**Uses** To reduce gradually the topical dose of Locoid Lipocream or for example, in alternation with active product in prophylactic therapy. May also be used as a diluent for active product. May also be used other than with a topical steroid for its emollient action, and treatment of mild skin lesions such as pruritis or dry scaly skin where a corticosteroid is not warranted

**Administration** Replacing or alternating with active product in gradually reducing use of active product. When used for its emollient properties for mild skin lesions it should be applied three or four times a day, or as directed by a GP

**Supply restrictions** Pharmacy only

**Packs** Tubes of 50g (£2.05 trade)

**Product Licence** 0166/0125

**Issued** July 1986

## Difflam spray

**Manufacturer** Riker Laboratories Ltd, Morley Street, Loughborough, Leics LE11 1EP

**Description** Metered dose spray pump delivering a clear, colourless solution containing benzydamine hydrochloride 0.15 per cent w/v

**Uses** Especially useful for pain relief in traumatic conditions, for example following tonsillectomy or use of a nasogastric tube

**Dosage** *Adults:* 4-8 puffs  $1\frac{1}{2}$  to 3 hourly  
*Children 6-12 years old:* 4 puffs  $1\frac{1}{2}$ -3 hourly

*Children under 6 years old:* 1 puff per kg body weight up to maximum of 4 puffs  $1\frac{1}{2}$ -3 hourly

**Side effects** Occasionally oral tissue numbness and stinging which is usually transient, but should it persist the spray should not be used

**Supply restrictions** Pharmacy only, to be available from August

**Packs** 30ml spray (£2.94 trade)

**Product Licence** 68/0112

**Issued** July 1986

## Camoquin switch

Camoquin (amodiaquine) is no longer to be recommended for prophylactic use in the treatment of malaria.

Manufacturers Parke-Davis have removed prophylaxis from the data sheet recommendations, worldwide, after reports of agranulocytosis associated with its prophylactic use. Camoquin remains available for the treatment of malaria.

*Parke-Davis Research Laboratories, Mitchell House, Southampton Road, Eastleigh, Hampshire SO5 5RY.*

## Branded generics from Abbott

Abbott Laboratories are launching a range of branded generics.

The first of these is Abboflox — caramel/grey unmarked capsules each containing flucloxacillin 250mg (100, £13.50 trade). The second product is Abboxide — tablets containing chlorthalidopoxide 10mg (500, £8.80 trade).

In addition the company will be supplying its generic allopurinol 300mg tablet as Abbopurin 300 (price unchanged). *Abbott Laboratories Ltd, Queenborough, Kent ME11 5EL.*

## BRIEFS

**Xylocaine Accordion gel 2 per cent** is now available with chlorhexidine gluconate solution 0.25 per cent v/v as Xylocaine Accordion antiseptic gel 2 per cent (product licence number 0017/5035).

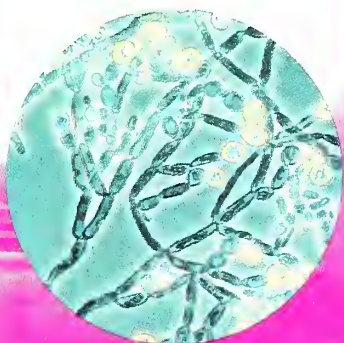
The indications for the new product are the same as those for the existing product containing plain xylocaine. The antiseptic version has been introduced to reduce the possibility of opportunist infections.

The gel is supplied in a dispenser box of  $20 \times 20$ g sterile packs (£20 trade). *Astra Pharmaceuticals Ltd, Home Park Estate, Kings Langley, Herts WD4 8HD.*

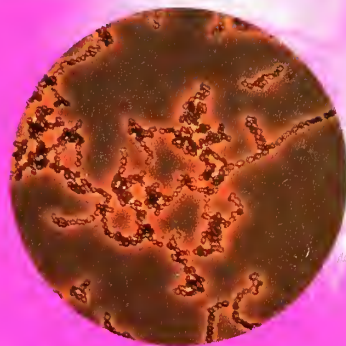
**The Tenormin coronary care unit pack** consists of two ampoules of Tenormin injection IV, each containing atenolol 0.05 per cent w/v, and 14 Tenormin LS tablets each containing atenolol 50mg. The pack costs £2.50 (hospital price) from *Stuart Pharmaceuticals Ltd, Stuart House, 50 Alderley Road, Wilmslow, Cheshire.*

**Locoid scalp lotion in 30ml:** The 20ml pack of Locoid scalp lotion is being replaced by a 30ml size (£2.70 trade). *Brocades (Great Britain) Ltd, Brocades House, Pyrford Road, West Byfleet, Weybridge, Surrey KT14 6RA.*

# Tough on all the organisms tender on the taste



*Candida albicans*



*Streptococcus pyogenes*

## Oraldene

Hexetidine

Twice-daily medical rinse to relieve  
infections of mouth and throat.

No other medical rinse is more effective against oral infections. Because Oraldene contains hexetidine — proved to inhibit a broad spectrum of the bacteria and yeasts responsible for most common inflammatory ailments of mouth, gums and throat.<sup>1</sup>

But a medical rinse, however tough on oral micro-organisms, needs to be used consistently to sustain relief from clinical infection. Your customers will be happy to follow your advice when you recommend Oraldene.

It has not been associated with staining of teeth and combines the convenience of twice-daily usage with pleasant taste.

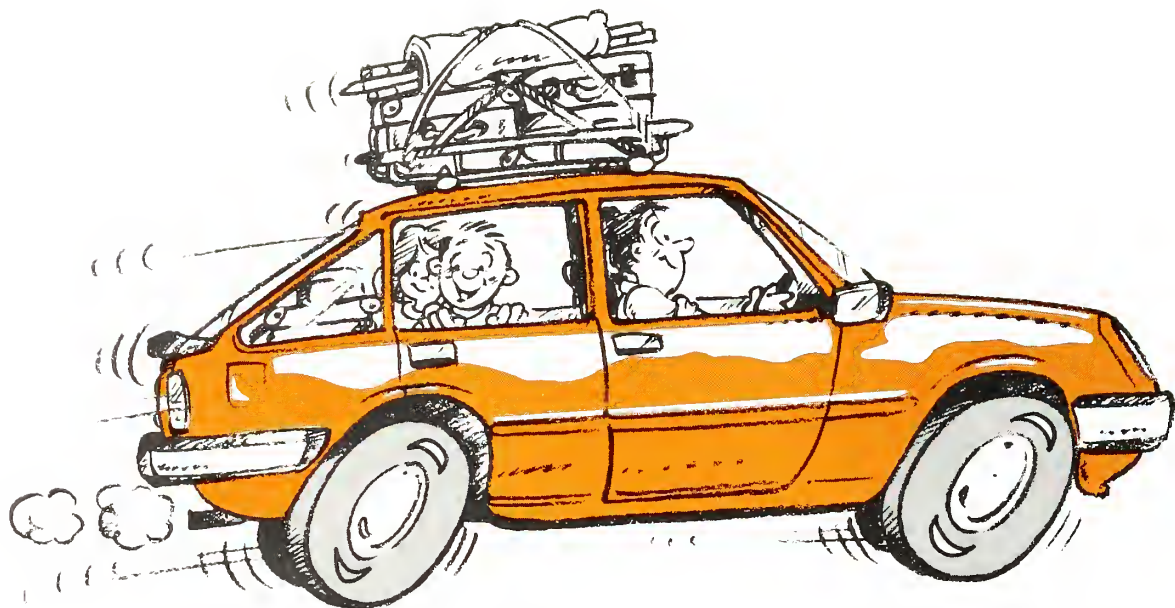
So recommend Oraldene to your customers, confident that it will be both effective and palatable — they will thank you for it.



**WARNER  
LAMBERT  
HEALTH CARE**  
the name people feel better with

Reference 1 Ashley KC, J Appl Microbiol 1984 56:221-5. Prescribing Information **Composition:** Clear red-coloured solution containing hexetidine 0.10%. **Indications:** Anti-infective agent indicated for mouth infections such as gingivitis, pyorrhoea, stomatitis. Also of value in aphthous ulcers, dental ulcers, halitosis, pre and post-dental surgery, oral thrush and in genitonic nursing. It is also of value as an adjuvant of systemic therapy in tonsillitis and pharyngitis. **Dosage:** Adults and children use the mouth or gargle with at least 15ml of Oraldene two to three times a day. Oraldene should not be diluted. **Contra-indications, warnings etc:** Oraldene has no known contra-indications; it should not be taken internally. Very rarely mild local irritation of the buccal tissues. **Product Licence Number:** 0019/5022 **Cost:** 100ml x 12, price ex VAT — £6.89; 200ml x 12, List price ex VAT £10.79. Data sheet available on request. Oraldene is a trademark.





## WHY YOU SHOULD RECOMMEND JOY RIDES AS STANDARD EQUIPMENT IN EVERY FAMILY CAR.

Family outings can become a nightmare if children suffer from travel sickness. Which is why you should stock and recommend Joy Rides, the only travel sickness tablets specially for children.

And since children under 11 represent over 50% of travel sickness sufferers, this is a major sales opportunity.

Joy Rides have a unique child-size dose—much more accurate and convenient than trying to break up adult tablets. They're fruit flavoured and chewy, too, so children munch them happily.

Most important, though, clinical tests have proven Joy Rides to be very effective. The active ingredient, hyoscine, has been shown to have a more effective prophylactic action, when exposed to severe motion, than antihistamine. And hyoscine's low level of side effects compares favourably with both antihistamine and phenothiazine, the active ingredients in most other motion sickness remedies.

Because Joy Rides are chewed, their active ingredient is absorbed directly into the bloodstream, avoiding the gastrointestinal tract and the chance that the remedy might be eliminated before it takes effect.

All this explains why Joy Rides is the brand leader\* among non-prescribable medicines that specialise in relieving travel sickness; and why you can feel truly confident in recommending them to your customers.

### Joy-Rides

**The travel sickness tablets for children**

**12 TABLET PACK.**

- Child's Dosage
- Chewable
- Fruit Flavoured

Stafford-Miller Ltd, Hatfield, Herts.

\*Independent retail audit: Sterling share, year ending April 1986.



## Seeing through a lens — Mira.flow is back

Mira.flow, a preservative and enzyme free contact lens cleaner for use with all types of contact lenses, has been relaunched by Coopervision. It has benefits for those patients who have a sensitivity or irritation to the preservatives commonly found in standard contact lens cleaners, the company says.

Mira.flow contains isopropyl alcohol, a self-preserving ingredient which is a solvent for meibomian gland secretions and sebum often found on the lens. It also contains Poloxamer 407, a non-ionic, non-toxic surfactant cleaning agent, and Miranol H2m, which has a surfactant cleaning contribution, and provides a chelating effect, preventing calcium deposits from forming on the lens surface. It is compatible with the Contactasol 10.10 system and Contactasol Solar saline spray, offering the patient "a completely preservative and enzyme free regime".

Mira.flow is available only in merchandisers of 24 units (trade £64.32; rsp for 35ml £3.85). *Coopervision Optics Ltd, Permalens House, Botley Road, Hedge End, Southampton SO3 3HB.*

## Awash with offers

Bio-tex pre-washing powder is to be supported with an advertising and promotional campaign that puts emphasis on the holiday use of the product.

A free processing and Kodak film offer is available on all three sizes of Bio-tex packs. In addition, the 1kg pack will feature 10 per cent extra.

Full page colour ads are appearing in *Woman*, *Woman's Own* and *Woman's Realm* through to August showing an open packed holiday case with the message "What better time to add Bio-tex to your clothes".

Advertising space has also been taken in 700,000 ticket wallets distributed by independent travel agents throughout the key London and South East regions. *Jenks Brokerage, Castle House, Desborough Road, High Wycombe, Bucks.*

## Do you mind?

Pea Douce are launching a major promotional programme with the National Childminding Association to include financial support for the NCA newsletter, and printing of special childminder posters. Promotional activity begins with publication of a special issue of the newsletter, "Who minds".

Pea Douce also has links with the pre-school Playgroups Association, Birthright and Tadworth Centre children's hospital. *Pea Douce (UK) Ltd, Rye Road, Hoddesdon, Herts EN11 0EL.*

Chemist & Druggist 19 July 1986

# BEECHAM PROPRIETARIES

Prices effective from 18th August 1986

Product Description	Sales Status	Retail Price per unit inc. VAT	Units per Case	Standard Wholesale Price per Case exc. VAT
		Pence	£	
<b>ALL FRESH</b>				
Clean-Up Squares (10 sachet)	—	65	12	5 18
<b>GERMOLOIDS</b>				
Suppositories Std. (12)	GSL	126	12	10.04
Suppositories Lge. (24)	GSL	227	6	9.05
Ointment (25g)	GSL	128	12	10 20
Ointment (60g)	GSL	213	6	8.49
Toilet Tissues (10 sachet)	—	106	6	4.23
<b>MACLEAN INDIGESTION REMEDIES</b>				
Tablets Std. (24)	GSL	89	12	7.10
Tablets Lge. (48)	GSL	144	6	5.74
Powder Lge. (50g)	GSL	144	6	5.74
<b>PHENSIC</b>				
Strip (6 tablets)	GSL	32	36	7 65
Handy (12 tablets)	GSL	53	24	8.46
Standard (24 tablets)	GSL	93	24	14.82
Medium (50 tablets)	P	132	6	5.26
Large (100 tablets)	P	209	6	8.33
<b>QUICKIES</b>				
Face Cleansing Small	—	67	12	5.24
Face Cleansing Large	—	82	12	6.42
Face Cleansing Jar	—	157	6	6.14
Eye Make-Up Remover Small	—	67	12	5.24
Eye Make-Up Remover Jar	—	157	6	6 14
Nail Varnish Remover Small	—	67	12	5.24
Nail Varnish Remover Jar	—	157	6	6.14
<b>RESOLVE</b>				
Standard (5 sachet)	GSL	99	12	7.89
Large (10 sachet)	GSL	149	6	5.94
<b>SETLERS</b>				
Spearmint and Peppermint				
1 Roll (10 tablets)	GSL	31	24	4 94
3 Roll (30 tablets)	GSL	73	12	5.82
5 Roll (50 tablets)	GSL	104	12	8.29
10 Roll (100 tablets)	GSL	149	12	11 88
<b>VYKMIN</b>				
14 Days Supply	GSL	148	12	11.80
28 Days Supply	GSL	278	6	11.08
56 Days Supply	GSL	490	3	9.77

All case forms subject to the addition of 15% Value Added Tax. All prices marked GSL or P are Resale Price Maintained.

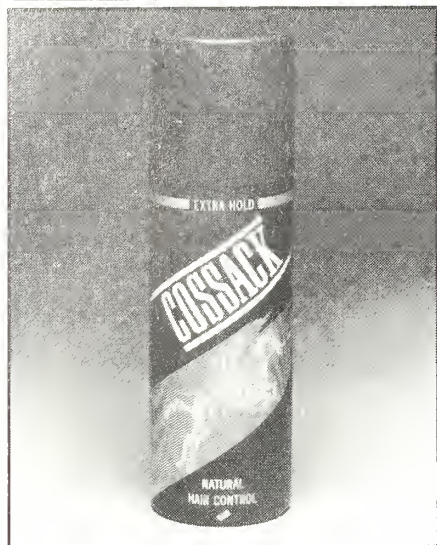
P Sale is restricted to persons lawfully conducting a Retail Pharmacy business or to holders of a Wholesale Dealer's Licence (Medicines Act, 1968) for sale to the lawful conductor of a retail pharmacy.

GSL Medicines for General Sale. Wholesalers must hold a Wholesaler Dealer's Licence (Medicines Act, 1968).

## BEECHAM PROPRIETARIES

BEECHAM HOUSE, BRENTFORD, MIDDLESEX TW8 9BD. TEL: 01-560 5151





## New Cossack gallops out

Reckitt & Colman are re-launching Cossack with a new variant, and new packaging.

The graphics are said to be cleaner and bolder and aimed at the younger usership. It retains the red livery but features a more contemporary horseman and a horizontal band of colour denotes the different variants. The hairspray is available in 300ml (£1.39), 200ml (£1.05) and 125ml (£0.75) sizes.

A new variant, extra body, joins the normal and extra hold variants.

The re-launch is supported by an extra contents promotion in September: a 225ml can will retail at the price of the 200ml. *Reckitt & Colman Products Ltd, pharmaceutical division, Dansom Lane, Hull HU8 7DS.*

## Specials for Summer

House of Matchabelli have a range of Summer promotions featuring Cachet, Aviance and Night Musk.

For travellers a clear plastic, zip-top bag containing Cachet shower gel and roll-on deodorant will be available, retailing at £4.75. A special trade pre-pack will contain nine bags. To coincide, Cachet will be available as a 30ml eau de toilette spray in a non-standard bottle retailing at £3.95.

Also available will be jumbo talcs, in Night Musk, Cachet and Aviance (150g, £3.25).

The trade pre-pack will contain nine Cachet, three Night Musk and three Aviance. All three promotions will have POS material. *Prince Matchabelli, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

## August savings from ICML

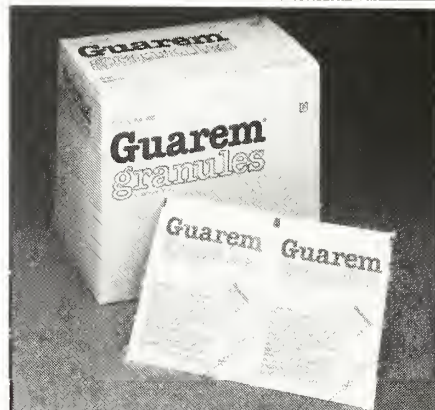
ICML and Numark own brand consumer savings during August will feature on Nusoft all-in-one infant size; Newborn; Nusoft baby wipes; disposable nappy pads; Nusoft baby oil; nappy Mates; nursery wool; baby lotion; pleats; Nuhome washing-up liquid; Nuhome bleach and Nusoft puffs.

Retailer bonuses will be available on all these products plus methylated spirits, medicated pastilles, Nucross aspirin, sodium bicarbonate, surgical spirit, pholcodine linctus, olive oil, calamine lotion and Nuwarm hot water bottles. The cut glass promotion also continues on these latter products.

A 7½ per cent bonus and a free dual voltage electric travel jug are offered to retailers who order flash deals comprising four magicubes, one super 10s and one flash bar.

A 5 per cent bonus and free stand are on offer with the Numark Finishing Touches scissor range. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.*

Redesigned window perimeter promotional material is now available to Regency retail outlets from *Regency Film Services, 476 Hertford Road, Enfield, Middlesex EN3 5QU*



Guarem has been repackaged in "twin-sachet" packs carrying revised instructions on use — patients are now advised to sprinkle the granules over food on the plate. The packs come in redesigned cartons which Rybar say are more compact than their predecessors. The new packs — still in cartons of 50 or 100 sachets — are to be distributed from around the end of the month, say Rybar. Distributed by *Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ*

## Radio 4711

Alberto-Culver are promoting 4711 eau de cologne through a £125,000 radio advertising campaign.

The 40-second commercial featuring a montage of favourite Spring and Summer tunes, breaks on July 23 on Capital Radio. It is a thermal package, which means that the advertisement will be released only when the weather is good. *Alberto-Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants.*

## ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

### Amplex:

C,TVS,LWT,TTV,C4,Bt,(C,TVS,LWS)

Anadin: GTV,U,STV,B,G,Y,C,A,HTV,CTV,TSW,TVS,LWT,TTV,TT,C4

Andrews: G,Y,HTV

Andrex: All areas

Anne French: Bt

Arret: G,C,TTV

Autan: B,Y,A,TVS,LWT,TTV

Bisodol: G,C

Body Check for men: LWT,TTV,Bt

Body Mist: GTV,U,STV,B,G,Y,C,A,HTV,CTV,TSW,

TVS,TTV,TT,C4,Bt

Brylcreem: STV,G,C,TT

Caladryl: G

Calpol six plus: GTV,STV,B,G,Y,C,A,HTV,

CTV,TSW,TVS,LWT,TTV,TT,C4,Bt

Carnation footcare: G,Y,C,TVS,LWT

Dentu-creme & Dentu-hold: All areas

### Farley's Breakfast Timers:

Bt

Farley's Rusks: All areas

Grecian 2000: GTV,STV,BTV,G,A,HTV,TT

Immac Dancer: GTV,TVS

Infacare: All areas

Jordan toothbrushes: All areas

Lady Grecian: GTV,STV,B,G,C,A,HTV,TVS

Lipcote: All areas

Listerine: All areas

Malibu: All areas

Murine: C4,Bt(LWT)

Nurofen: All areas

Odor Eaters: STV,G,C,A,TTV,TT

Odor Eaters Trainer Tamers: GTV,STV,G,C,A,HTV,TTV

Optrex: All areas

Peaudouce: Bt

Ponds cream and cocoa butter: GTV,STV,G,C,A,TTV

Rug Patrol: U,G,Y,C,TTV,TT

Savlon: GTV,STV,G,Y,C,A,HTV

Simple skin care: C4

Slazenger Sport: Y,HTV,LWT,TTV

Kimberly-Clark Simplicity: All areas

Super Polygrip: All areas

Veganin: G,Y

Vidal Sassoon: All areas

Vosene: All areas

Vosene frequent wash: All areas

Z-Spot: TTV



# MODISPLAY

## Modisplay (Shopfitting) Ltd.

★ **NEW** ★  
**PRODUCTS**

★ **NEW** ★  
**COLOURS**

**SEE** our new range of products and colours  
**MEET** our experienced sales consultants  
Modisplay the start of a new counter revolution



★ **A British Made Product** ★  
**with Unbeatable Value!**

See the new Modisplay product range at the Show  
or visit our new Enfield showrooms  
For quality, style and value it is hard to beat Modisplay

**Modisplay (Shopfitting) Ltd**  
1 Lockfield Avenue, Brimsdown, Enfield, Middlesex EN3 7QE  
Telephone: 01-805 6240

Modisplay (Shopfitting) Ltd  
1 Lockfield Avenue  
Brimdown, Enfield  
Middlesex EN3 7QE

I am interested in seeing a sales consultant

I am interested in receiving details of your product range

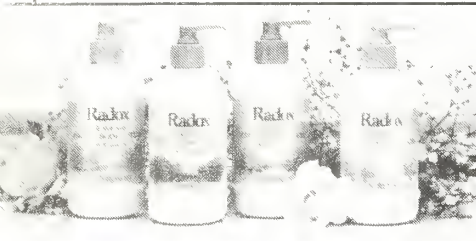
Name

Address

Telephone No

CD786





## The Radox solution

Nicholas Laboratories are introducing Radox moisturising hand and body lotion (300ml, £1.39) as an extension to the moisturising range of bathing products.

The lotion is available across all four fragrances — rose blossom, peach blossom, meadow blossom and lilac blossom. Like its sister products — moisturising foam bath, shower creme and liquid soap — the hand and body lotion is formulated with almond oil. It is available in a pump dispenser cap bottle with trellis-patterned labels depicting a country scene. *Nicholas Laboratories Ltd, 225 Bath Road, Slough SL1 4AU.*

## Good vibrations

Helena Rubinstein's Autumn collection features new Vibrant Shadows, palettes of toning colours in a burgundy compact with applicator.

Priced at £8.25, the four colourways are called vibrations in grey, blue, green and brown.

New shades for the range are lipsticks in alibi red, wild fuchsia, foxy fire and orange fever (£4.95); nail polish in alibi red, wild fuchsia and foxy fire (£4.50); powder blush in secret peach (£8.50); lip contour pencil in red, red rose and orange (£3.95), and mascara in intense brown (£8.50, refill £6.95). *Helena Rubinstein Ltd, Central Avenue, West Molesey, Surrey KT8 0RB.*

## Teeing off with CBS

CBS Wholesalers in Tottenham, North London, are offering the chance to win £400 worth of Radox stock from Nicholas Kiwi.

Retailers can win by beating the "Radox Golf Challenge" and scoring a hole in one. The competition is the second CBS have run and will be open to retailers on July 27.

CBS have also introduced "shop drop", a mail out to customers with prices including delivery, backed by a telephone selling operation. *CBS Wholesalers, Garmen Road, Tottenham, London N17.*

## Florals from Yardley

Yardley have a new range of soap, talc and cologne spray in Jasmine Royale and Rose Royale fragrances.

The range comprises talc (100g £2.30), cologne spray (£3.95), soap duo (£2.80) and soap in a tin (£1.65). It will be featured in the Yardley Christmas television advertising campaign running from November-December. *Yardley of London Ltd, Miles Gray Road, Basildon, Essex.*

## Gold addition

The Second Edition perfumes range from Gallery Cosmetics has been renamed Second Edition Gold.

The fragrances remain the same, but now Second Edition perfumes one, two, three, four, six and eight are available in updated bottles and in an updated counter presenter which also displays Second Edition Gold.

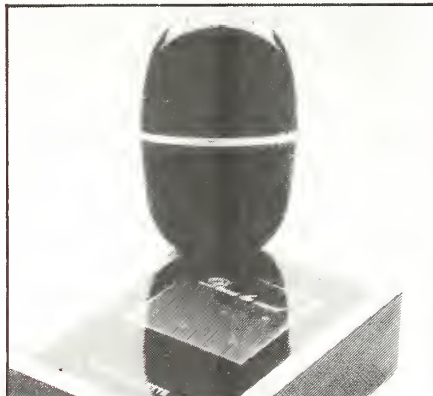
From August onwards Second Edition perfumes will each be available in a box, making them especially attractive for the Christmas gift market, says the company.

The suggested introductory selling price for each of the perfumes is £1.95 per 25ml. *Gallery Cosmetics Ltd, Haig Road, Parkgate Industrial Estate, Knutsford, Cheshire WA16 8XN.*

## Worth an offer

Supporting the launch of their new perfume range Dans la nuit, Worth Perfumes have two promotions.

The Dans la nuit purse atomiser (£9.95) is available to appointed stockists during the launch period. A trial sample is to be



covermounted on the November issue of *Woman's Journal*. *Worth Perfumes Ltd, Magnolia House, 160 Thames Road, London W4 3RG.*



## New face for Autumn . . .

For Autumn Pretty Polly have produced a new pack for their Galaxy tights and stockings.

The packs feature the "new Pretty Polly face". Aspects of the new design include increased size of style description and sizing for easy reading; individual shade name increased for immediate shade selection; and a clean white pack to achieve maximum impact in store.

POS includes head boards, shelf talkers and displays. *Pharmagen Ltd, Church Road, Perry Barr, Birmingham.*

## Oils well

Parfums Givenchy are introducing body oils in L'Interdit and Givenchy III.

The shower bath oils will each retail at £14.50 and come in spray containers.

The company is also making two additions to L'Interdit range: dusting powder (£21.75) in a black drum with powder puff and moisturising body lotion (£14.25) in a pump action dispenser. All items will be available from September. *Parfums Givenchy Ltd, Riverdene Industrial Estate, Molesey Road, Hersham, Walton-on-Thames, Surrey.*

## Vouch for this

Empathy are offering a voucher booklet worth over £5 to consumers purchasing either shampoo or conditioner from July.

They can get the booklet by returning the promotional label which appears on 200,000 bottles. The promotion closes on October 31. *Johnson & Johnson, Brunel Way, Slough, Berks SL1 4EA.*

## Cameo offer

The Cameo sanpro range will be on price promotion to the trade during July and August. *Robinsons of Chesterfield, Wheat Bridge, Chesterfield, Derbyshire S40 2AD.*



For the very best in  
Haircare Accessories ....  
.... Pick a card!

*Lady Jayne*



Laughton & Sons Ltd., Warstock Road,  
Birmingham B14 4RT





## Bristows' hair up to date

Beecham Toiletries are relaunching Bristows hairspray with an updated range of variants, finer spray patterns and a new look.

Bristows Hold & Shine hairspray now

comes in variants for normal hair, with conditioners for dry hair, extra hold for hard to control hair and firm hold for fine, fly-away hair. A modified valve design emits a narrower, more concentrated spray which can be directed more accurately, say Beecham. Bristows' silhouette motif has been given a new surface design designed to appeal to the heavier users of hairsprays: the 16 to 24 year olds.

The hairspray market is expected to turn over £115m in 1986 and is currently expanding at the annual rate of 18 per cent, says Ian McPherson, Beecham Toiletries' marketing director. "During the last year, Bristows sales have almost doubled this national growth rate by showing a 31 per cent increase. This has established it as the UK's number four brand with a share of 8 per cent." *Beecham Proprietaries Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

## Masonline make energetic move

Masonline Ltd are offering retailers a dozen 250ml combibloc packs of their Class energy drink in ready-to-drink form, allowing customers to sample the product recently voted "top for taste" by *Running* magazine.

The packs are free with every order for a box of 12 x 450g sachets and 24 x 225g sachets of powder concentrate (each making up 72l), and come in orange and lemon flavours complete with drinking straws. Class retails at £4.99 (450g) and £2.75 (225g). *Masonline Ltd, Goose Rye Road, Worplesdon, Surrey GU5 3RJ.*

## Torbet news

Torbet Laboratories are introducing a 50ml pack of Torbetol acne lotion (£1.89). *Torbet Laboratories Ltd, Boughton Lane, Maidstone, Kent ME15 9QQ.*

## Golden days

Yardley are going for gold again with a men's fragrance building on the existing Gold line.

The Classic Gold range comprises after shave (75ml £2.95, 125ml £3.95), splash-on (200ml £3.95), talc (100g £1.85), roll-on deodorant (75ml £1.85), deodorant spray (125ml £2.45) and creme shave (200ml £2.25). There will also be a 25ml

trial size after shave in a key ring wallet at £1.75.

Gold and Classic Gold will receive a national television advertising spend of £700,000 during November and December. *Yardley of London Ltd, Miles Gray Road, Basildon, Essex.*

Haarmann & Reimer perfume guides are £20 each and £72 for the set of four and not as stated in *C&D*, June 28.

## More plans from Maws

Maws are supporting their entire product range with a major promotion to be launched this month. It will be the largest promotion of its kind run by the brand. The promotion, to run for 12 months, offers parents the opportunity to collect a set of four 30-minute cassette tapes, two featuring nursery rhymes and two fairy stories. Four pack fronts taken from any item in the Maws range must be returned with £1 and a completed application form for each cassette.

Flashed packs of Simpla tablets will carry promotion details and an application form, and shelf-strip leaflet pads incorporating an application form are also available.

The offer will be supported by colour advertisements, including a mail-in coupon, to run in specialist baby and women's general interest Press from September to the end of the year. To encourage applicants to collect the complete set of cassettes, a re-order form

## Balmy days with Roc

New from Roc is soothing eye balm, a non-oily, hypo-allergenic gel designed to treat the delicate skin around the eyes.

The eye balm comes in a 15ml tube to retail at £8.50. A counter merchandiser is available.

To encourage sampling of Roc's skincare range an introductory kit is available for £5.95 for a limited period only. Normally retailing at £7.50, the kit contains cleanser, freshener (both 60ml) and moisturizing cream (20ml). For younger skins an introductory kit of Premiers Roc is available for £5.95. *Roc Laboratories UK Ltd, Avis Way, Newhaven, Sussex.*

## Metal make-up

Precious metals are the inspiration for Yardley's Autumn shades, with lipstick in soft bronze, pewter rose and precious peach; nail polish in soft bronze and pewter rose; blusher in Venetian rose and eyeliner in precious silver and precious gold.

There are also powdered eyeshadow trios called silvered pewter and gilded bronze (£1.75). *Yardley of London Ltd, Miles Gray Road, Basildon, Essex.*

will be enclosed with every cassette mailed.

Maws are giving further support to their feeding range with "money-off" offers — 5p off next purchase coupons will appear on 24 tablet packs of Simpla sterilizing tablets, while a 10p coupon will be given with the 56 tablet pack.

The sterilizing and feeding sets will carry a similar stick-on label containing two 25p money-off coupons which may be redeemed individually against purchase of



a 240ml polycarbonate bottle or pack of 56 Simpla sterilizing tablets. *Ashe Consumer Products Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ.*



# SULEO & DERBAC

## Comprehensive lice treatments to put their minds at rest ...

Headlice are *much* more than a worry to affected families. They are a source of embarrassment. People come to you for reassurance, advice and above all, a treatment that works as quickly as possible. Here are insecticides to meet your every need.



### Recommend Suleo for rapid action – 100% Kill in just 2 hours

With Suleo the whole family can be treated in an evening

- **100% effective** Suleo eradicates lice and eggs
- **Combats Resistance** Malathion or stabilised Carbaryl for insecticidal rotation
- **Medicated Perfume** The whole range are acceptable treatments
- **Shampoo Version Available** When an alternative to lotions is required



## And Derbac, the pleasantly perfumed, water based alternative

New to the International Laboratories range, Derbac offers pleasantly perfumed treatments wherever compliance may be a problem

- Non-inflammable aqueous solutions
- Suitable for asthmatics
- Not contra-indicated for eczema or impetigo
- Ideal treatment for crab lice



## SULEO & DERBAC Effective treatment for head, body and crab lice



More guaranteed products from International Laboratories  
International Laboratories Ltd, Wilsom Road, Alton, Hampshire GU34 2TJ



# See our box on the tube.



**Dentu-Creme** is the **fastest growing** denture cleanser in the UK. And in 1986, we're going to make sure that Dentu-Creme gets even bigger. **A brand new look:** with an impactful, modern new pack. **A brand new TV commercial** that's already building big sales in test market. Our heaviest national TV burst ever! **Over £1.2 million** in July and August. **A winning combination** that will take Dentu-Creme to even greater heights.

STAFFORD-MILLER LIMITED HATFIELD HERTFORDSHIRE



# TACKLING TARTAR

Over 40 per cent of the teeth extracted in adults over 35 in the UK are removed because of periodontal (gum) problems. Despite this high level of tooth mortality many patients and even some dental surgeons have ignored the problem of periodontal disease, and concentrated almost solely on dental caries (decay). Although caries is an important problem it primarily affects children and adolescents; adults need to pay more attention to controlling periodontal disease.

The onset of periodontal disease is closely linked to bleeding of the gums following toothbrushing. This is the early stage of the disease and is called gingivitis. Many people have bleeding gums which they tend to ignore. Some even reduce the frequency of brushing because they think this will help the gingival tissues to heal. However, this is counter-productive as gingivitis can only be controlled by thorough and efficient tooth brushing to remove the bacterial film (plaque) surrounding the teeth. The bacteria present in plaque produce enzymes and cytotoxic agents which are responsible for breaking down tissue around the tooth, and this process is actually assisted by the inflammatory response of the gingival tissue. When inflamed, the tissue produces enzymes which are part of the defensive system against bacteria. Liberation of large amounts of these enzymes in response to the presence of bacteria can lead to extensive self-destruction of the supporting tissue surrounding a tooth. Thus in certain susceptible parts of the mouth the gingivitis can progress to periodontitis. This is characterised by a loss of bone around the teeth and the formation of pockets in the gingival tissue which trap plaque and food debris, leading to bad breath and loosening of the teeth.

## Calculus deposits

The disease can also be exacerbated by the presence of calculus which adheres to the teeth. Calculus, widely known as tartar, is a hard deposit formed by the mineralisation of plaque, with an inorganic component consisting primarily of crystalline hydroxyapatite. The organic component consists of a micropolysaccharide ground substance derived from saliva, food debris, and various types of bacteria. It tends to stain fairly easily, the colour being dependent on micro organisms, tobacco, coffee and minerals in the drinking water. Tartar which forms on the teeth above the gum margins is called supragingival tartar, while that found

**Tartar control toothpaste is the most recent addition to the toothpaste market. And its introduction reflects general feeling in the trade that toothpaste is moving from the cosmetic to the therapeutic. But how effective are these toothpastes?**

**Consultant dentist at the Glasgow Dental and Hospital School Mr Anthony Blinkhorn assesses their value.**



beneath the gums is called subgingival tartar.

Supragingival tartar is clay-like in consistency and can be removed from the teeth by a hygienist or dentist with metal scaling instruments. These deposits occur most frequently on the cheek side of the upper molars, and on the inner surface of the lower incisors. Subgingival tartar is more difficult to detect. It is very dense dark brown in colour, and adheres tenaciously to the teeth below gum level.

## Periodontal disease

Tartar around the teeth can exert a profound effect on the severity of periodontal disease for a number of reasons. The presence of tartar makes the effective removal of plaque very difficult because of its sharp irregular shape. These rough edges also traumatize the gingiva, increasing the level of inflammation. Tartar is very porous and it acts like a toxic sponge holding bacteria and their toxins in close proximity to the gingival tissue, thus increasing the severity of the

inflammatory response.

The treatment of periodontal disease is largely empirical, and it is limited to treatment of the problem rather than curing its underlying cause. Prevention of the disease is far superior to any form of treatment. The key element of the preventive philosophy is daily effective tooth cleaning, allied to regular scaling by a member of the dental team.

Clearly an agent present in toothpaste which could prevent tartar forming on the teeth would be a major advance in promoting better oral health. A number of research centres around the world have been seeking a substance which would inhibit tartar formation without compromising oral health.

## Crystal inhibitors

Saliva contains three crystal formation inhibitors which could act to prevent the spontaneous growth of tartar. Two of these inhibitors are proteins whose full role in the calcium balance of the oral environment has not been elucidated. The third is a naturally occurring pyrophosphate which has been found in saliva at levels which could regulate the mineralisation of dental plaque. Studies have shown that adults who form large amounts of tartar have lower levels of pyrophosphate in their saliva than low tartar formers. These findings prompted a great deal of interest in using pyrophosphate clinically to inhibit tartar formation. Recent clinical studies in the United States of America with Colgate Tartar Control Formula have indicated that the toothpaste which contains soluble pyrophosphate and sodium fluoride can reduce the formation of supra-gingival tartar deposits. Reductions in the deposition of tartar in the order of 40 per cent have been found when this pyrophosphate paste was tested against a fluoride only placebo.

Such results suggest that all adults who are prone to tartar formation should consider using an anti-tartar toothpaste. However, it is important to stress that this does not mean that a regular scaling should be neglected. An anti-tartar toothpaste gives it most beneficial results when used after the teeth have been thoroughly scaled and polished.

The anti-caries effect of fluoride in toothpaste was the breakthrough of the 1970s. Pyrophosphate anti-tartar toothpastes could well be the latest way of improving oral health in the 1980s; especially for those patients over 35 years of age who are more prone to the destructive phase of periodontal disease.



**A sunny tartar coated smile**

Picture by courtesy of Glasgow Dental Hospital



# The great brush-off

**In spite of the vigorous attempts of manufacturers and dentists alike, sales volume in the toothbrush sector remains virtually static at somewhere between 55-60 million brushes a year. In the UK the "average" adult buys no more than 1.25 brushes a year, says Market Assessment, while dentists recommend a replacement toothbrush every two to three months. Hence it concludes the market has reached only 25 per cent of its potential.**

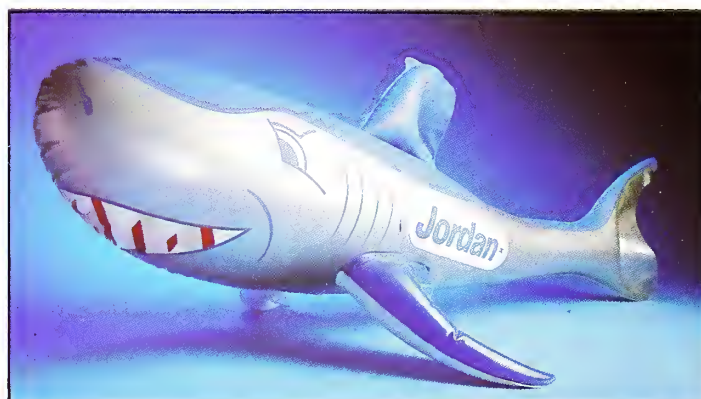
**A**ddis, manufacturers of the market leaders Wisdom value the market at £30m, and say the chemist and drug store market has been thriving particularly in the last six months. They claim a 50 per cent market share in pharmacies. Grocery stores have dominated the market, and Addis describe the growth here as "spectacular" accounting for around 51 per cent sales volume. Meanwhile own label brands have shown some decline due to increasing pressure of the brand promotions and new product launches.

Jordan distributors Alberto-Culver claim a UK market share of 6.75 per cent with 50 per cent of its brand share through chemists outlets. Sales in this sector increased by 54 per cent in 1985, says the company, with Jordan now the number four brand. Their major promotion for 1986 runs from July to September on the V-tuft range with a free inflatable shark on offer to consumers (*C&D* June 28, p1278). The shark also features in a £650,000 television campaign which broke in June and will be screened throughout the Autumn. The new Compact brush was recently added to the V-tuft range.

Jordan are also running an educational programme in conjunction with *The Dentist* magazine, and have produced four posters for use in waiting rooms and surgeries.

Towards the end of 1985 Addis restructured the entire Wisdom range (*C&D* November 2, 1985 p791) dividing it into three distinct groups with colour-coded packaging. At the same time they launched the Quest brush which now holds a 21.6 per cent share in the professional sector, say Addis. The launch of the repackaged nylon, regular, and special groups completed the restructuring programme, and Press

**The Jordan shark promotes their V-tuft range this Summer**



advertising broke in June with on-pack promotions.

Addis have also launched a major dental education programme with a series of leaflets and posters aimed at all key consumer groups. Both leaflets and dispensers are free to pharmacies, and the next two leaflets in the series for teenagers and young adults will be issued in September. A special offer on the Wisdom nylon range broke on July 1.

Oral B claim the biggest growth of any brand of toothbrush in the professional sector, and in pharmacies accounts for more than 26.5 per cent by value of all sales. They attribute part of their success in 1986 to a new merchandising system, and update of packaging introduced at the beginning of the year. The professional brushes have also been repackaged with colour coding for different sizes. Trade and promotions marketing manager Simon Smithens says: "The new system means pharmacists can display toothbrush lines more effectively and clearly, maximising profit potential".

The company's biggest ever promotion in pharmacies broke in June using the Commonwealth Games as its theme, and to date has been very successful. Oral B will continue attempts to attract children with a range of Snoopy brushes available in pharmacies from August 1.

Number two in the professional sector is Stafford-Miller's Sensodyne range. Sales of professional brushes increased by 27 per cent by value in 1985 which was well-ahead of the total market growth, says the company, with Sensodyne as one of the faster growing ranges showing a year-on-year increase of 36 per cent.

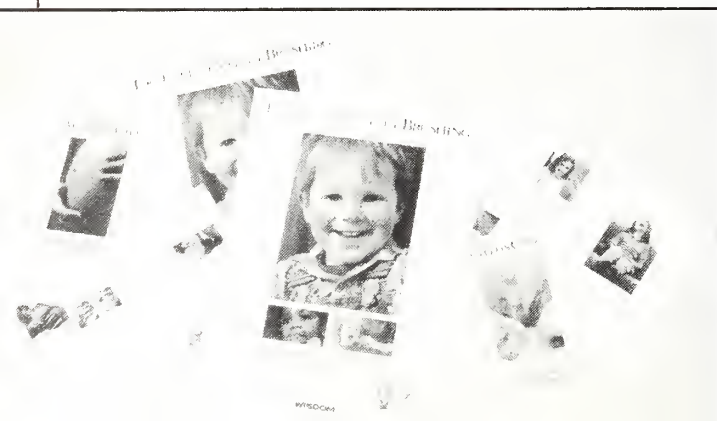
Range support includes the company's biggest ever £1m national television advertising campaign which broke on June 2. High level promotion of the Sensodyne range to dentists will continue with year-round advertising and mailing.

G.B. Products have added an anti-plaque model to their Jess range and are running a promotion to the trade with up to £150 worth of vouchers available (*C&D* June 28 p1282). In the last year they claim their chemist distribution has increased by over 100 per cent.

A vertical toothbrush was introduced by Antica Erboristeria last year with bristles mounted in a V-shaped configuration. The brush with bristle cap retails at £1.20.

Syntex Dental Products are increasing the distribution of Butler toothbrushes and accessories through selected UK pharmacies. The range has previously been marketed through dental practices, says the company.

**Posters and leaflets from Wisdom's current educational programme**







# DO THEY LEAVE YOUR CARE WHEN THEY LEAVE YOUR CHAIR?

## 'Corsodyl' continues the fight against plaque and gingivitis

For many patients, the only time that plaque is effectively controlled and gingivitis therefore checked may be immediately after scaling and polishing. This is especially true of patients for whom thorough toothbrushing is not possible, for whatever reasons.

In such cases, a prescription for 'Corsodyl' mouthwash, as a supplement to scaling, should be considered.

Many published clinical studies have confirmed the effectiveness of 'Corsodyl' in inhibiting plaque formation, treating gingival inflammation, and thereby preventing chronic periodontal disease.

The powerful antimicrobial effect of 'Corsodyl' mouthwash is also valuable for preventing infection following surgery or extraction; for treating aphthous ulcers, denture stomatitis and oral candidiasis; and for general oral hygiene where brushing is not practical.

**Corsodyl**  
chlorhexidine gluconate.



THE RECOMMENDED COURSE OF TREATMENT IS 2 x 10ML RINSE DAILY FOR 1 MONTH. PRESCRIBE 2 OP (ORIGINAL PACKS).

**Use.** Inhibition of plaque; treatment and prevention of gingivitis; maintenance of oral hygiene. 'Corsodyl' Mouthwash is also indicated for the promotion of gingival healing following surgery; the management of aphthous ulcers; and oral candidiasis.  
**Presentation 'Corsodyl' Mouthwash:** a clear pink solution containing 0.2% w/v chlorhexidine gluconate. **Dosage and administration 'Corsodyl' Mouthwash:** 10ml undiluted twice daily. Rinse mouth for one minute and spit out. **Contraindications:** Previous hypersensitivity reaction to chlorhexidine. Such reactions are, however, extremely rare. **Precantions:** For oral use only, keep out of eyes. **Side effects:** Occasional irritative skin reactions. Generalised allergic reactions to chlorhexidine have also been reported but

are extremely rare. Superficial discolouration of the teeth may occur. This usually disappears after discontinuation of treatment and can largely be prevented by cleaning teeth or dentures before use. Transient taste disturbances and oral desquamation. Very occasional parotid swelling. **Product licence number** (29/0124). Professional price from dental dealers £1.09. 'Corsodyl' is a trademark.

**ICI DENTAL**

Further information is available from:  
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## Stafford-Miller's market share. (Who's sharing?)

80% of the denture fixative market belongs to Stafford Miller.  
(So there's not much left for anyone else.)

The three highest selling brands belong to Stafford-Miller. They come  
in three forms and every convenient size.

The only fixative brands supported by advertising are (predictably)  
Stafford-Miller's.

**£1.3 million Advertising Campaign.** In 1986, heavyweight TV adver-  
tising will keep the highest selling brands on their way up.

So telling you which fixatives are the only ones worth considering  
would be stating the obvious.

**STAFFORD-MILLER**

# Are we orally sexist?



subject with their partners.

Teeth are obviously very important when trying to impress the opposite sex with over 90 per cent of single men and women claiming to brush their teeth more frequently when in love, or dating someone new. Marriage definitely makes a difference with men brushing their teeth more when single than when married, but vice-versa for women. Some 5 per cent of single men never brush their teeth — which perhaps explains why they are single. Married men visit the dentist more frequently than single men (50 per cent versus 26 per cent every six months), probably because their wives are making the appointments. But wives are not so conscientious when it comes to their own six monthly visit, and the frequency of appointments drop from 72 per cent to 58 per cent when they get married.

Oral B's survey has unearthed some interesting statistics, and it would seem as a nation there are differences between male and female attitudes. Women come out on top because they brush their teeth and change their brushes more often, visit the dentist more and are greater floss fans. Marriage has a detrimental effect on them, and they worry more about their husbands having healthy teeth and gums. Consequently husbands are more aware of their oral hygiene habits than when they were bachelors.

But the survey concludes we don't have much to be proud of when it comes to our teeth. Both sexes have a lot to learn say Oral B, and we should be prepared to devote as much time and energy to the upkeep of our mouths as we do to our bodies.

## FROM DRILL TO DRIP

**The unnerving sound of the dentist's drill may soon be a thing of the past if a revolutionary new dental system becomes available in the United Kingdom.**

Caridex was developed in America, and is now used by 2,000 dentists following its approval by the US Dental Association in November 1985. It is said to reduce the need for drilling by around 80 per cent.

A chemical solution is dripped onto the area of decay, dissolving it within two

to three minutes, and is then removed by gentle abrasion. But drilling may still be necessary to further prepare the cavity for filling.

Caridex hardware costs £500 and around £0.60 in solution per filling, but it will be some time before it is available here as it has to be approved by the appropriate British authorities. Meanwhile prevention is still better than cure, says a spokesman for the British Dental Association. But it is comforting to know that the "cure" may soon be less of an endurance test.

## 'GREEN PAPER' WELCOMED BY BDA

Pharmacy was not the only profession that keenly awaited publication of the Government's discussion document on primary healthcare. Dentists too were concerned, particularly that dental services should be retained within the NHS, as secretary to the British Dental Association Mr Norman Whitehouse tells *C&D*.

While pharmacy has seen the introduction of the limited list and increasing prescription charges, dentistry too has seen some changes. The cost of treatment is becoming more and more the responsibility of the patient. But the BDA's fears that privatisation of dental services was on the way have been laid to rest by the Green Paper. "We were not as concerned as we expected and we welcome the views expressed in it for keeping general dental services as an integral part of the NHS", says Mr Whitehouse.

The BDA is presently debating the document which contains some new proposals on matters of contract, and will hold its own consultation process with regional meetings for dentists.

In recent years the amount of dental care has increased and this is linked to an increase in the number of dentists — a factor of some concern to the Government and the profession itself. A Government call for a reduction of 10 per cent in intake to dental schools has been implemented: it will be reviewed by the Association and the Department of Health later this year. "We are not interested in protectionism but in getting the numbers right," says Mr Whitehouse. Graduates of dental schools are finding it less easy to find jobs although there is no evidence of large scale unemployment.

And for the future of dental services in this country, Mr Whitehouse sees the trend towards preventive treatment balanced by more sophisticated techniques continuing. Less extractions are now being performed and fewer dentures being fitted. In 1965 the number of denture treatments was 783,000 but in 1984 this had fallen to 487,000. General anaesthesia at the dentist's is now less common because of improvements in the local anaesthetics available, and in dental training which increases public acceptance of the necessary treatments.



## Enter the dragon!

**W**arner Lambert says market growth is due in part to the success of its "Clifford the dragon" campaign for Listerine on Channel 4. The campaign recently featured as campaign of the month in *Marketing Week*.

In 1973 the brand was worth less than £100,000, say Warner Lambert. In 1984 with the total mouthwash market worth £4m, Listerine and Listermint took £2.2m of that. The company says the public took a long time to accept it might be in bad odour and could need a collective mouthwash. The "Clifford" cartoon had a dramatic effect on a previously stagnant sector, and he will continue to breathe fire into the market with screening of the advertisement until the Autumn. Television advertising is planned for a further five years.

The market is worth £3.7m in pharmacies and Boots the Chemist, of which Warner Lambert claim 77 per cent: they expect a joint 80 per cent share with both brands in the next few months. Independent pharmacies account for 40 per cent of the market, and the company believes this share will increase because people feel more able to ask advice about a "breath problem" in the pharmacy. Recently Listerine was relaunched in plastic bottles with an antiplaque claim for the product on the label. Warner Lambert claim a 50 per cent share of the medicated mouthwash market for Oralene.

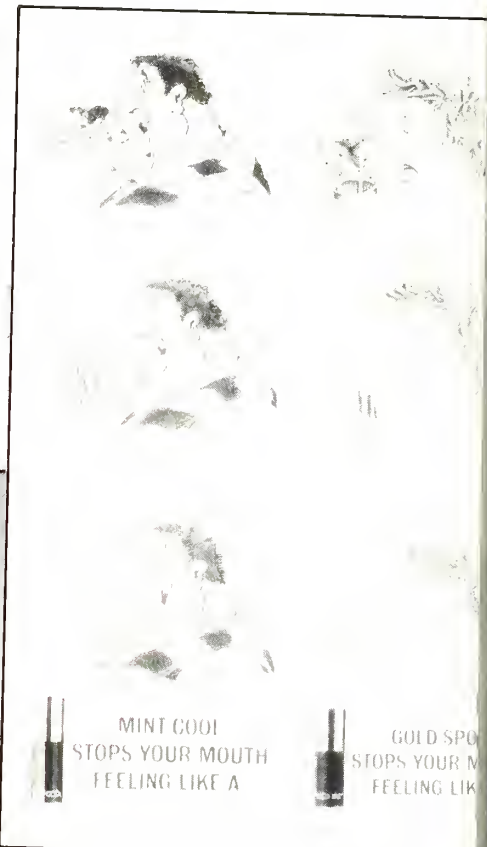
Ashe Consumer Products support for the Amplex range includes a national television campaign which broke in May and runs until August. Repeats are planned for November and December as part of a £2m spend for the range in 1986. The company claims a 35 per cent sterling increase in sales for their Double Amplex breath freshener capsules. Senior product manager Mark Hampden attributes this both to the launch of the ice mint flavour in January 1985, and an increasing general interest in personal health and freshness by the public.

Sales of portable breath fresheners remain "buoyant", says Ashe. Gold Spot and Mint Cool showed a 10 per cent volume increase in 1985. Both products will be supported with a £250,000 campaign comprising a series of four-colour, half-page advertisements from July in the women's Press and in the *TV Times* until the end of the year.

Chemists Brokers Ltd say they have increased their advertising spend for TCP from £2m in 1985 to £2.4m in 1986 with coverage in the national and women's Press throughout the year. TCP Liquid has a 100 per cent trade distribution in chemists, says the company, and claims brand sales to the

**Warner Lambert Health Care continue to dominate the £10m mouthwash market which has grown dramatically in the last two years, and was up 30 per cent by value in 1985.**

trade have increased by £1m over the past two years. Sales of all three sizes have contributed to the growth with the 100ml size particularly popular. The company has recently launched a TCP phrasebook and guide to holiday health to sell alongside the brand.



**Gold Spot and Mint Cool advertisements, feature in Ashe's £¼m campaign this Summer**

**Listerine repackaged in plastic bottles for safer use in the bathroom**

## Face up to floss

**Continued growth in this market is a result of recommendation from dentists and hygienists, say market leaders Johnson & Johnson. Around 70 per cent of floss users do so because of professional recommendation and surgery demonstrations.**

The market is valued at £2m rsp and has grown in terms of metres bought by 10 per cent according to J&J. And the company claims its four versions of floss account for 80 per cent of customer purchases in the

chemist sector.

Three of their floss products are waxed for the consumer with tight spacing between the teeth, and the unwaxed version is preferred by experienced flossers because it is pliable and spreads out across the tooth surface. Brand loyalty operates strongly in this sector as getting used to floss is not an easy process. The average flosser tends to stick with the product he first bought and persevered with, says the company.

Addis have introduced a 30m dental tape under the Wisdom Quest brand name (*C&D* July 12 p62), which will feature on all their professional range. The tape is an ideal product for beginners learning the "floss" technique because its two flat faces are easier on the gums.





Philips has extended its healthcare range for 1986 and now offers a rechargeable toothbrush and oral water jet

## Brush-up with a buzz

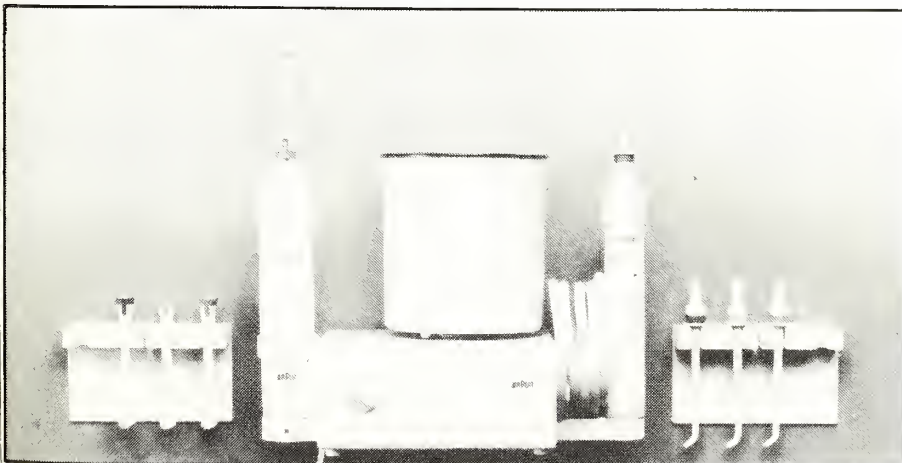
**The electrical market for toothbrushes, water jets and oral hygiene centres is worth an estimated £3m in 1986 with around 140,000 units sold per annum according to Braun.**

Braun claims brand leadership in the rechargeable sector while dominating the market in independent chemists with products in all three categories. Year-on-year 1984-85 to 1985-86 the toothbrush sector showed 70 per cent growth which reflects an increasing awareness of oral hygiene and preventive dentistry, say Braun. The company believes oral hygiene

products lend themselves to the chemist sector where consumers can ask advice freely.

Braun launched a major consumer promotion in June with the aim of generating additional Summer sales (*C&D* June 7, p1128). Their brands will be further supported with Press, television advertising and an education programme for dentists and hygienists.

Kitty electrical hygiene products, distributed by Bridge House Laboratory Ltd comprise an oral water jet, electric toothbrushes and combination units. The company has until now concentrated on promotions to the dental profession but are willing to support pharmacies at discounted prices.



Braun's dental centre OC3 retails at £49.95

## Dentures: in a fix?

**The future for the denture cleanser market is not bright, and changing attitudes to oral hygiene and toothcare by both consumer and dentist alike suggest the long term trend is a decline, say Stafford-Miller.**

The total market is estimated to be worth around £25.5m in 1986 at rsp, and divided into soaking and brushing brands. The soaking sector (80 per cent of the total market) has been particularly affected by consumers turning to cheaper unsupported brands. In the cleanser sector there is a trend away from pharmacies to drug stores, which now account for 52 per cent of all cleanser sales.

Stafford-Miller are spending £1m on a ten-week national television advertising campaign for Dentu-creme in 1986. It broke in February and will continue in July with a new commercial "Brush-fresh". Other promotional support this year includes an extra-value pack on the 48ml size, and cross promotions on other denture brands. An on-pack promotion is planned.

In spite of a decrease in the number of people wearing dentures, Stafford-Miller describe the denture fixative market as "fairly buoyant", having grown 50 per cent since 1982, and worth around £7.5m at rsp. Low penetration of the market gives plenty of scope for expansion, says the company.

Stafford-Miller claims it dominates the fixative market with brands comprising an 80.8 per cent share by value and placed first, second and third. Again the long term trend is increasing business through drug stores at the expense of independent chemists, although Stafford-Miller describe the independents as their most important outlet.

More than £1.3m is being spent on advertising their fixative brands on national television, Super Polygrip being advertised in England and Wales, and Dentu-hold in Scotland. Each brand received ten weeks of support during January and February: a new commercial, "It will change your view", appears this month. Consumer advertising will be supported by trade advertising and promotion to the dental profession.



# Independents get a market tooth-hold

**Small volume growth has characterised the toothpaste market in recent years. In 1986 the trade estimates annual growth to be 4 per cent and the total market to be more than £100m at rsp.**

Independent chemists appear to be holding their share of the toothpaste market, put at 4 per cent by Elida Gibbs. However, the total chemist share has fallen since 1983, when it stood at 17 per cent, to an estimated 15.3 per cent in 1985. The drop is apparently due to Boots the Chemist, whose share in the market dropped from 13 per cent to 11.2 per cent during this period. The total share for grocers has increased from 64.5 per cent to 65.3 per cent.

People are more aware of the benefits of good oral hygiene and are tending to keep their teeth longer which should mean a greater increase in volume than is being seen. But apparently the great British public are squeezing less toothpaste on to the brush, and the measured doses from pump dispensers do not help. Paradoxically dispensers show the most potential for growth (see p129).

This year the toothpaste trend from cosmetic to therapeutic products was reflected in the major new launches. Colgate, and Proctor and Gamble launched tartar control toothpastes. A tartar control gel followed from P&G in April 1986, and in the sensitivity sector, Stafford Miller added Sensodyne F, while Beechams and Leo

Laboratories relaunched Macleans Sensitive and Emoform respectively.

Beecham say the market is divided between the popular, family and adult specialised brands in the ratio 85:15 with the major emphasis still on protection from tooth decay for children. Adults are more interested in healthy gums while teenagers are looking for extra protection from bad breath.

Colgate Palmolive, market leaders, say their total brands are growing at a faster rate than the total market with the tartar control formula (*C&D* May 3, p860) showing a strong uptake with deliveries to the trade well ahead of forecasts.

Promotional activities includes extra contents in selected packs of Colgate dental cream, and money-off coupons to 10 million households (*C&D* June 28, p1284). A £3m advertising campaign supported the tartar control formula this year, and £2m more will be spent on Colgate's great regular flavour and blue minty gel. Further backup appears in the dental Press, the company says.

Earlier this year Colgate denied reports that it plans to launch its Dentagard toothpaste in the UK. This brand was introduced into the US in March last year and the company claims it can "significantly reduce plaque and gingivitis when used in a proper regimen".

Elida Gibbs (Mentadent, SR, Signal and, Close up) believe that growth in this sector will be achieved only by further educating the public about oral hygiene, and marketing brands with greater added value and unique selling points. A £2.8m advertising campaign for Mentadent P broke on July 1 and it aims to show that healthy gums are relevant to all ages. Further promotions running currently or planned for later in the year include: twin packs on large or family sizes with free pumps or tubes; price-marked extra value packs, and money-off next purchase on family and pump sizes. In September and October a dental care kit offer will be linked to the Signal pump dispenser, and a £1 refund promotion will run during October and November.

Beecham say they have reinforced their grip on the key family segment of the market following the full scale relaunches of each of

In the UK the market is still relatively underdeveloped, but leading manufacturers agree it is one area of an otherwise stable market that shows the most potential for growth. Colgate Palmolive say pump dispensers have a 7.8 per cent market share and sales are increasing month on month. Elida Gibbs estimate a 12 per cent share by value for pumps and say by 1987 they should account for around 15 per cent.

The pump dispenser was pioneered in the UK in 1983 by Elida Gibbs with Mentadent P, and Marks and Spencer. Colgate followed in April 1984 and own-label pumps are becoming increasingly available. In February 1986, Beecham extended the Macleans and Aquafresh 3 range with the addition of a 100ml pump pack which they claim represented a breakthrough in design. Crest Tartar control formula, recently taken under Richardson-Vick's wing, was introduced in a 150ml dispenser in June (*C&D* July 5, p15).

The pump model is particularly popular with children, and consequently important to mothers who see it as a novel and fun way to persuade their children to clean their

their family brands. They claim a number 2 position in the market for Macleans below Colgate, and number 4 for Aquafresh, which they say has taken market shares from Proctor & Gamble's Crest.

February of this year saw relaunches in 100ml pump packs for the two brands, and at the beginning of July new "mild 'n minty" flavour was added to the Aquafresh 3 range (*C&D* July 5 p23).

The stain removing sector showed considerable growth in the last 12 months, say Topol manufacturers Jeffrey Martin (UK) — up 13 per cent in volume and 27 per cent in value. They claim a 25 per cent market share for the brand and are looking for brand leadership in the next year aided by an advertising spend of £1.8m.

LRC Products launched Eucryl toothcream in October 1985 and it will feature in a nationwide advertising campaign in 1986, says the company. For consumers who prefer a "natural" toothpaste Antica Erboristeria introduced a toothpaste containing sage, mint, clay and propolis (resinous gums) which retails at £1.35 (100ml). And for those who still prefer a fluoride free toothpaste there is Sterling Health's Philips toothpaste. Ashe Laboratories are supporting Maw's children's and baby's toothpaste with a £70,000 advertising campaign with full and half-page colour advertisements in specialist baby and women's Press which began in March and runs through until October. During July and August Ashe are offering trade bonuses on these products.



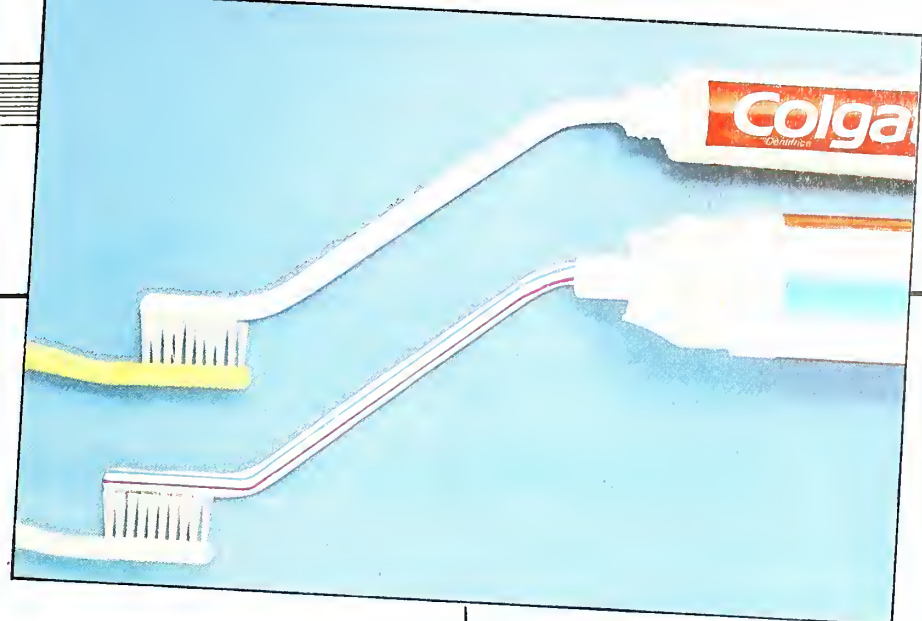
Beechams extended range for all the families' needs



# PUMP v TUBE

**In America they call it the 'pump wars' — the increasing competition facing toothpaste in a tube from toothpaste in a pump — with around 20 per cent of all USA toothpaste sales now in a pump pack.**

teeth regularly. Indeed developments in the last few years have centred around "kids appeal" with the introduction of stripes, coloured pastes, new flavours and easier-to-



squeeze laminate tubes and pastes.

The "second generation" pump from Beechams overcomes two fundamental weaknesses that the company identifies in earlier designs which cannot be resealed. Unprotected toothpaste around the nozzle dries out, says Beecham. In addition the pumping action depends on a ratchet system which is often too stiff for children to manipulate, and prone to failure.

Beecham's pump dispenses its toothpaste via an easy-to-trigger vacuum system, and is self-sealing to prevent the toothpaste from drying out. Macleans and Aquafresh have a distinct merchandising advantage too, says

the company, as they are the only pump dispensers that are not packaged in cartons.

Finally Beecham claim another technological first by packing striped toothpaste into a pump. They point out that within six months of the new Aquafresh pump being launched in the USA, its total market share rose from 11 per cent to 15 per cent. One third was due to the new pump.

The pump dispenser is not yet a common sight in Britain's bathrooms. But with widespread agreement that it offers the best chance of boosting sluggish sales of toothpaste in the UK, manufacturers look set to strike back with the pump!



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Quality in Medicine



# EXTENDING THE NEW GENERATION OF QUALITY PRODUCTS



## A NEW FORCE IN THE PHARMACY

For over 75 years, Leo Laboratories has developed quality products for prescription and pharmacy-only sale throughout Europe. Now Leo Laboratories is putting its OTC experience to work for pharmacists in the UK – through 'Quality Care'.

This month, Emoform toothpaste joins Opas and Opazimes in the growing range of medicines bearing the 'Quality Care' seal. And like the other 'Quality Care' products, Emoform is a proven treatment, with something extra. A highly effective sensitive tooth formula, Emoform also has very low abrasion and helps encourage oral hygiene.

Emoform now comes in a refreshing new minty formulation, as well as the original flavour. With bright new packs, and a refreshing new taste, Emoform is sure to create interest on the pharmacy shelf.

Throughout Spring and Summer, Opas and Opazimes are being heavily promoted in women's magazines and the national press. Now Emoform will be promoted to your customers and the dental profession. Total 'Quality Care' advertising above and below the line will approach \$450,000.

It's all part of the 'Quality Care' philosophy of encouraging pharmacy-only purchase and supporting your important advisory role in community health care.

For further information, contact the Order Department,  
Leo Laboratories Ltd., Longwick Road, Princes Risborough, Bucks HP17 9RR.

Opas, Opazimes and Emoform are registered trade marks.





## DHSS on tour

The Rural Pharmacists Association has been impressed by the programme of meetings on primary health care being arranged by the DHSS. However, little time has been given for arrangements to be made to cover the meetings and it is hoped that the alacrity with which these meetings (the first two anyway) have been arranged will not mean poor attendance.

The RPA is particularly disappointed to see that there is no pharmacist representative on the team of experts, and, when one considers the Nuffield Report, the Government's own "Green Paper" on the health care teams, and the importance given to the role of community pharmacy, it is even more surprising.

Our particular concern is the meeting at Norwich which, it is understood, covers primary care in rural areas. This surely involves the rural pharmacist very deeply. It is hoped that representation will be given to rural pharmacists to ensure that the full potential is represented. We would strongly suggest that Mr Fowler's team should be expanded to include a member from the pharmaceutical profession.

**John Davies**  
Secretary, Rural Pharmacists Association

## No dummies?

After recent coverage in the national media (see p133) calling for more stringent British Safety Standards for soothers following problems with silicone dummies, we feel readers might be interested to know why we have refused to sell a silicone soother.

In December last year in a minuted letter to British Standards Institute, we expressed our grave misgivings on the inclusion of silicone as a permitted material for soothers manufactured to British Standard 5239. Silicone is a relatively new material but we have over four years' experience of working with it, and nearly 50 years' experience of working with natural latex rubber. Silicone is an excellent material, aesthetically pleasing with admirable qualities making it highly suitable for use in feeding teats.

Although intrinsically stronger than natural latex in many respects, once punctured silicone is 50 per cent more likely to tear than latex, which has a greater strength capacity. Our own tests with a variety of soother shapes have all demonstrated this undesirable tearing of silicone. Since soothers are invariably in use while baby is unattended this characteristic, we believe, renders it totally unsuitable for the manufacture of safe

soothing dummies.  
**S.C. Wooller**  
Marketing Director  
Cannon Babysafe Ltd

## No savings via FP10 (HP)s?

It is with regret that I must take you up on your *Comment* (C&D July 5, p3). It referred to the shortage of hospital pharmacists resulting in FP10 (HP) prescriptions being sent to community pharmacists "but at increased cost for the NHS."

This myth must be scotched once and for all. In the 1970s two researchers reported on the relative costs of hospital and community dispensing — Oppitt and Farmer. Finding it impossible to assess accurately the overhead costs of a pharmacy within a hospital complex they noted (but apparently no one else did!) that they had ignored overhead costs in their calculations.

The rigidity, formality and, to the GP pharmacist's eyes, measured pace of the hospital pharmacy makes it obvious that the overhead costs can be no less than those of a GP pharmacy. Indeed, hospital space and services are a very costly resource and virtually certain to be more so than those in retail. In any event, transfer of dispensing to hospital premises does not reduce the GP pharmacist's costs, which are assessed nationally and reimbursed across the number of prescriptions dispensed by adjustment of fee and on-cost levels.

The only factor remaining is the cut price supply of proprietary medicines to hospitals from the industry — designed to get patients started on those medicines, hopefully to continue with them after discharge. This is no ultimate economy either! Its prevalence directly affects the profitability of the suppliers and reflects in the Pharmaceutical Price Regulation Scheme agreement on full list prices which are then paid by the DHSS through the general practice service. A shift towards hospital dispensing would not reduce the NHS bill — just produce a very short-term "fast buck" for the District Health Authority concerned, and a long-term uneconomical misuse of resources.

Let us have no more of this myth. Higher salaries for hospital pharmacists are certainly very much overdue — but please, no more nonsense about lower NHS dispensing costs achievable by hospital dispensing for domiciliary patients.

**R.G. Worby**  
Walthamstow, London E17

## Benevolence revisited

When I was chairman of the Birdsgrove and Benevolent Fund Committee, I brought forward the idea of a residential home for retired pharmacists. With the then financial officer, I visited those of other professions. The idea was turned down by Council.

Much time has elapsed since, but on my travels around the country I find members still mention the idea.

Now we are seeing a rise in the number of retired people, the creation of residential homes, and state and local authority aid. Perhaps the time has come to reconsider the matter?

**Mervyn Madge**  
Secretary  
Plymouth Branch, PSGB

## BPA — no island state?


The BPA parliamentary lobbying has paid off, further delaying the new contract.

Why change the whole system of payment, to the detriment of many smallish contractors, in favour of an increasingly monopolised service provided by much fewer, larger contractors? The 16,000 cut off point takes no account of regional variations which in some areas will decimate the existing service — for instance, the Isle of Man, which in most respects has precisely the same situation as regards its contract and number of scripts as in many parts of Britain. The PSNC agrees that the Isle of Man should not have the English contract!

All of us should be concentrating on the one thing which unites us — leapfrogging. Why not press the Government to pass legislation to outlaw this practice, or keep the present remuneration system to maintain all existing contractors. Mr Nathan's latest statement in Council concerning a levy to be imposed on all contractors to compensate the disadvantaged, smallish, long-term contractors, is his own personal view and not that of BPA.

BPA is prepared to put to our members, as a condition of membership, that they do not take part in leapfrogging with the maximum of publicity in *Professional Eye* being given to any pharmacist, member or not, who indulges in it. Stop leapfrogging by joining us now.  
**Charles Flynn**  
Secretary, BPA





## People prefer Beatson Glass

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\* See 'The Consumer and FMCG Packaging' published by 'The Glass Manufacturers' Federation, 19 Portland Place, London W1N 4BH.

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## Pur soother taken off the shelf

**LSR Baby Products have withdrawn their Pur standard silicone soother following adverse publicity in the national media.**

Boots withdrew the soother from their shelves last Friday following claims that two babies almost choked to death after biting the end off the teat.

The consumer protection division of Birmingham Environmental Services Department issued the alert on Friday and both the *Sun* and the *Daily Express* carried the story in their Saturday editions. The Birmingham authority was critical of the current British Standard (see also *Letters* p131).

Further publicity on the BBC news persuaded the company to withdraw the product. "We were intending to fight it, but the longer we go on the more bad publicity we are going to get," Nick Cooke, sales director at LSR, told *C&D*.

He has responded strongly to suggestions that the company's soothers are dangerous. "All Pur soothers conform to BS5239, and in addition, to the very stringent US safety regulations.

"The publicity which we have received relates to a child who has bitten through the teat of a standard soother. This has always been a problem with soothers, irrespective of the material from which they are made. It is for this reason that Pur soothers contain a warning on the packaging to the effect that they should be inspected before each use. Silicone soothers are superior to the latex type in that any damage which may be caused by a child's teeth is immediately visible to inspection.

"Our soothers are sold throughout the USA, Australia and Europe. No complaints have been made regarding Pur orthodontic soothers or any other item."

LSR emphasise only the standard soother is being withdrawn. All other lines remain available. Soothers returned via wholesalers will be credited, the company says.

## Clinomyn won't 'play it again'

**De Witt International will no longer claim that Clinomyn gives "gleaming white teeth", following a complaint to the Advertising Standards Authority.**

The complainant objected to an advertisement showing Humphrey Bogart with the copyline: "If this gives smokers gleaming white teeth, then I'm not Ingrid Bergman."

De Witt maintained that the claim was true, but failed to submit satisfactory substantiation. They were asked to delete the claim from future advertisements.

A complaint to the ASA about a bonny

baby competition run by Boots Maidstone branch, has not been upheld.

A member of the public objected to a local Press advertisement stating that photography for entry to the competition would be free of charge. On making inquiries she was told that competition entry was dependent on purchase of a £22 portfolio of photographs.

Boots replied that there was no requirement to buy photographs and submitted evidence of entrants who had not done so. It was noted that the entry form also specified that there was no obligation to buy.

The Authority was unable to ascertain why the complainant had been wrongly advised, and asked Boots to ensure that staff are fully aware of the conditions of any future promotions.

## Ohio to decide on Debendox

**The Ohio State Court in the US is to decide whether two claims for alleged damage by Debendox (Bendectin) should be heard in the US or in the plaintiff's own country.**

Merrell Dow Pharmaceuticals say that the US Supreme Court on 7th July held that the Ohio State Court rather than the Federal Court should decide whether suits filed by two non-US residents should be tried in the US or in the country of the

plaintiffs' residence.

The Mactavish case will, therefore, be referred back to a State Court that has previously dismissed 15 Bendectin (Debendox) suits filed by non-residents on forum non-conveniens grounds, say Merrell Dow.

**The Ulster Chemists' Association** is changing telephone number to Belfast 320787 on July 28.

**Manesty Machines Ltd** have been awarded a £200,000 EEC grant to make tableting equipment, punches and dies in the North West.

## DHSS/FDA agree on GMP

**British manufacturers of a wide range of medical equipment exported to America will no longer be inspected by the US Food and Drug Administration, following a reciprocal agreement with the Department of Health.**

Information will be exchanged only for products that are subject to FDA regulations, and with those US manufacturers who have registered under the DHSS Manufacturers Registration Scheme (MRS). Both parties have reserved the right to conduct their own inspections when considered necessary.

The DHSS estimates that over the next three to four years it will be relieved of some 250 US manufacturing site inspections equivalent to about 3,750 man/days.

## Repeats OK

**Repeat prescribing of some drugs offers advantages, and is safe if properly done in selected patients, concludes the latest *Drug and Therapeutics Bulletin*.**

Repeat scripts save GPs time and are convenient for those patients who cannot wait for an appointment or find it difficult to get to the surgery. But they can lead to drugs being taken for longer than necessary and over-prescribing. The Bulletin says pharmacists experience more problems with repeat prescriptions, and mistakes are more likely to occur, especially if the script has not been written by the doctor. Any repeat prescribing system should allow for review of the patient at appropriate intervals.

## Joint care call

**Local primary care professionals need to work together to meet the needs of the mentally handicapped.**

A report from the Office of Health Economics and the charity Mencap calls for the setting up of community mental handicap teams to help mentally handicapped people live as part of the community where possible. According to the OHE's David Taylor the role of the family practitioner services in facilitating community care is important... "even the community pharmacist has a part to play".



# Repayment traders to face new VAT rules

**Traders will face new penalties for late VAT returns from October. But repayment traders — including pharmacists — can expect extra money if the Government's refunds are delayed.**

A repayment supplement will pay the interest lost on delayed returns, say Customs & Excise. And a default surcharge is imposed on traders who are "persistently late" sending in their own paperwork. A leaflet explaining the new rules — which come into effect on October 1 — is available from all local VAT offices.

Customs & Excise have already imposed over £1½m in fines in the first five months of this year, under the new penalty scheme for late registrations.

But the option of deregistering is now being offered to repayment traders. An insert inviting applications for exemption from VAT has been included with returns. Customs & Excise believe this might benefit traders by cutting out the costs of keeping records and accounts.

And the National Pharmaceutical Association has warned pharmacists of another possible consequence of late returns. Assistant finance officer George

Raven explained that repayment traders are allowed to send monthly rather than quarterly returns. "Unless you keep sending them in regularly, they are taken away and you get a three-monthly return instead. And this can affect the pharmacist's cash flow".

In the Commons, demands for changes in VAT penalties for late registration have been rejected by the Government.

During the report stage of the Finance Bill Mr Tony Blair, a Labour spokesman on Treasury affairs, proposed a new clause to give VAT tribunals and the Commissioners of Customs and Excise discretion to depart from fixed penalties in appropriate cases. He protested that as the law stood, someone who deliberately failed to register for VAT was treated in exactly the same way as someone who innocently failed to register.

Mr Norman Lamont, Financial Secretary to the Treasury, said the penalty depended on objective, not subjective factors. He confirmed the review to be held after a full year of the new scheme would take into account the effects of October's new surcharge.

The review is to be completed before the 1988 Budget.

operation, and has a lot of respect".

Safeway may consider selling some of their own assets to hold off the bid, buying back the Dart group's stake, or making themselves a less attractive prospect. But the City analyst commented: "Safeway themselves would be loathe to get rid of the UK side. Various buyers might be interested here — Tesco's have been mentioned — but the situation's very much up in the air".

## Pharmacia share deal with Volvo

**In the latest move to reshape Sweden's pharmaceutical industry (see C&D, July 12, p95). Volvo and Sonessons have sold their total joint stake in Leo to Pharmacia.**

Pharmacia are paying for the deal by issuing more of their own shares to Volvo, who will increase their holding in the company from 7.6 per cent to about 21 per cent, and from 26.8 per cent to 31 per cent of the voting rights.



Putting his foot down is Unichem chairman David Mair, on the site of the new Preston branch complex. To mark the start of work Mr Mair dug the first trench, while Preston branch general manager Joe Harris (centre) and operations manager Malcolm Fisher (left) looked on

## More time to register data

**Holders of personal data on computer who are liable for registration under the Data Protection Act now have until the Autumn to register.**

The original deadline was May 11 but registration had totalled only 136,000 by mid-June according to the Data Protection Registrar. Technically the 300,000 who should register could face fines of up to £2,000. But a "period of grace" will operate until the Autumn when more intensive efforts will be made to ensure maximum registration.

## Firm debut

**A new cosmetics company is entering the UK market and will distribute two skin care ranges to chemists and other outlets.**

Esterlac was set up earlier this year by Joseph Weiner, who founded Sterling Kitchens and Bedrooms Ltd, and the 21st Century Slimming and Beauty Clinic in Knightsbridge. The firm has picked up the rights to distribute Jean d'Estrées and Lierac skin-care products in the UK and Eire.

Included in the ranges are Lierac's "specialist body care" line, with Phytolastil, Deridium and Phytrel; and a skin care range, 114 make-up products, four toilet waters and perfumes for women, and four toilet waters for men from Jean d'Estrées.

Esterlac are coming to the market with a placing of 1 million shares at 40p a share. The company will be based at 128 Queen Victoria Street, London EC4P 4JX.

## Safeway UK may be sold

**Safeway Stores, who are fighting off a \$3.6 billion takeover bid, may be sold off in the UK if the offer succeeds.**

The supermarket chain, based in the US, has over 100 stores in this country, 28 of which include pharmacies. As the chain announced only a slight rise in overall second quarter sales, there was some market speculation that bidders Dart might want to shed Safeway's non-US operations, including the UK business.

A City stockbroker told C&D that such a move was "always a possibility", but added: "The trouble is that, at this stage, no-one knows how serious Dart are in their bid, let alone whether they'll succeed. The margins in the UK are far higher than in the States, so if they wanted to get their borrowings down it would be a good way of getting cash".

Any in-going management would have to "look very hard" at the selling-off option, she believed. "It's a very good





## Small retailers edge ahead of big boys

**Small shops in the mixed retail sector have been outstripping major operators in sales growth this year — for the first time since 1982.**

The first quarter of 1986 saw small operators three points ahead of major shops (defined as having sales of over £9m in 1982) with an 11 per cent rise, according to a Retail Business report.

For 1985, the sector as a whole had £16,305m sales — 10.1 per cent more than in 1984, and the best growth rate of the decade. But mixed retail businesses have lagged a little behind retail business as a whole.

Larger operations had sales of £12,400m last year, 92.8 per cent of the sector altogether. Over the first three quarters of the year they outperformed small shops, but moved at the same rate in the final quarter, at 9 per cent. Their 1985 volume increase was 5 per cent, compared with the previous year's 3.8 per cent — well up on the long term average.

In the analysis of major commodity groups sold by the bigger businesses, toiletries and medicines are the second largest product with over 10 per cent (1982 figures). For small firms, the figure touches 6 per cent. In terms of trade shares toiletries take over 30 per cent, for the major businesses, and just over 1 per cent for other retailers.

Mixed retailers are expected to see a downward sales trend, but volume should stay healthy. Lower price increases are predicted, but *Retail Business* say smaller operators may be less affected, being less competitive.

Sales of around £13,500m are expected for major shops and the smaller operators will go beyond £1,000m for the first time. This will give combined turnover of about £14,600m for the year — nearly £1,250m up on the 1985 level. "Retail Trade Review", *Retail Business* No 341, *The Economist Intelligence Unit*, 40 Duke Street, London W1A 1DW.

## Children to test containers

**New regulations to ban the sale of dangerous household chemicals, unless they are sold in child resistant containers, come into force in December.**

Every new pack must be tested by a panel of children and its design cannot be altered without another test. But the new law will cost industry dearly unless its wording is changed, according to the Institute of Packaging.

Mike Allen, who chairs the Institute's group for the packaging of dangerous goods, claims: "Each test costs £6,500. But it is not just this sum that concerns us; it is all the associated factors — the setting up costs and the time involved, which will have to be paid each time the pack shape changes — however slightly."

The group is to meet Government representatives later this month to discuss the draft legislation.

The Department of Trade and Industry's retail sales index for May shows chemists up 10 per cent to 200. NHS receipts are excluded. The index of retail prices for all items for June was 385.8 (January 1974 = 100). This is down 0.1 per cent on May and up 2.5 per cent on June 1985.

Bellair Cosmetics plc will be moving to 81 Commercial Road, London E1 1RD (Telex 9419432 Belcos G; tel 01-377 6200) with effect from July 29.

## EVENTS

### Ski Unichem

**Austria is again the setting for Unichem's third annual ski party which departs from Gatwick or Manchester on March 7, 1987 for seven days.**

Accommodation is in the four-star Alpbacherhof Hotel at Alpbach in the Tyrol, and the basic cost is £249 with a £14 flight supplement from Manchester. For bookings and further details contact Lynne Farmer at Soler Touriste (01-391 2525).

#### Advance information

IBM series of regional seminars on "small systems", from July to November, admission free. Dates and locations from Penny James, Seminar co-ordinator, IBM UK Ltd, Chiswick Centre, 414 Chiswick High Road, London W4 5TF.

The Society for Drug Research 20th anniversary meeting, "Trends & Changes in Drug Research & Development", September 26 at The Pharmaceutical Society of Great Britain, 1 Lambeth High Street, London. SDR members £10, non-members £25. Details from Barbara Cavilla, 01-581 8333.

The International Association of Packaging Research Institutes's fifth annual conference, "Packaging — the World's Future", October 7-9 at Grand Hotel, Bristol (£390). Further details from Peter Page, conference manager (0372 376161).

This June was dominated by Dixons' audacious bid for Woolworth. The £1.8 billion takeover battle was fought out on the floor of the stock exchange and in pension fund managers' board rooms — but its significance extended to nearly every High Street in the country.

Dixons' management, led by Mr Stanley Kalms, argued that it could make better use of Woolworth's selling space. In the end, however, the majority of shareholders stayed loyal to the Woolworth team.

Woolworth's shares fell 30p to 680p on news of the bid's failure, but Dixons slid by only 4p to 330p. Mr Kalms may have lost Woolworth but, by not offering too much, his reputation in the City will have been enhanced in the long term. Dixons' shares should recover more quickly than Woolworth's.

While institutional investors were worrying that the bid's failure could mark the end of the terrific run of megabids that has buoyed up the stock market this year, private investors focused their attention on Thames Television, which was successfully floated on the stock market. On the first day of trading, the shares rose from the offer for sale price of 190p to 243p, despite fears that proposed changes to the system of awarding television franchises would reduce the chances of existing franchise holders retaining their contracts. The warm reception given to Thames suggests that TV-am will have a happy start to life on the stock market this month.

The pharmaceutical sector was strong, ahead of Glaxo's presentation to investors in Tokyo. In the event the company gave little new information at the meeting on June 24, and at the same time it emerged that its injectable cephalosporin antibiotic, ceftazidime, had not been allowed a premium selling price. This disappointed London investors, and with little financial news expected until the full year's results are published in October, the shares are likely to be volatile.

ICI added a little spice towards the end of the month when they raised their borrowing powers from £3.6 billion to £6.3 billion. Investors interpreted the action as preparation for a large acquisition, giving rise to further uncertainty over the future of Boots and Beecham. But the market has grown more sceptical about bid rumours in recent weeks.

Meanwhile, a number of shares have lost their shine. For example, Hawley's have come back from a high of 147p to end the month at 115p. With the benefits of their recent acquisition of Pritchard, the cleaning company, yet to emerge, the shares look attractive.



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## Flying start for ileostomy bag

An aeronautical engineer who had worked with Barnes Wallis for some 10 years set about redesigning the ileostomy bag after he had to start using one four years ago.

George Benzies found the ileostomy bag he was given uncomfortable and it leaked within a few hours. "It did not take long to discover the unsuitability of stomahesive and similar materials for use around a stoma discharging urine", he says in his account in this week's issue of *The Lancet* (July 12).

Mr Benzies describes how he developed his one piece bag which he eventually made out of material originally intended for the food processing industry.



Pharmacist Graham Crichton and his wife are presented with a mini hi-fi, their prize in a Vestric draw, by Edinburgh Branch Manager Alan Steele. The draw took place at the annual Vestric trade show for local chemists held in Edinburgh

## Postscript

Imagine a product that appeals to commercial travellers, police car crews, taxi drivers, "little Johnny on the motorway and granny in the back", and has been featured in publications from *Domestic Heating and Plumbing* and *Light Aviation* to *Penthouse* and *Punch*. Sounds like a moneyspinner? Well the claims are made by the manufacturers of the Car Loo Pee Bag.

The bag, with floral cover, is claimed to be simple, hygienic and disposable — mercifully its promotional leaflet, illustrated with suitably distressed faces, gives no specific details of its use. P&H Enterprises Ltd, 15 South Lane, New Malden, Surrey KT3 5BR.



Twelve golfers, among them National Pharmaceutical Association Board members, Pharmaceutical Services Negotiating Committee members and community pharmacists, gathered at the Woburn Country Club recently to take part in the NPA Golf Day. NPA finance and administration officer Brian Dosser, and staff and administration officer Valda Elson organised the event, which saw wins for Douglas Davidson of the National Co-operative Chemists, and NPA Board member Leslie Calvert

## APPOINTMENTS

**Colorama:** Prakash Patel has been appointed financial director to head up Colorama's financial sector, whose prime responsibility will be group financial control, central accounting systems and other corporate areas of activity. Mr Patel has been with the company for three and a half years and has been instrumental in reforming the financial department.

Les Westley becomes technical manager. He takes on responsibility for all aspects of quality assurance on D&P.

The third appointment is Peter King to sales and marketing manager. Mr King was advertising manager with Olympus Cameras for five years. Before that he was in a similar post with Agfa for seven years. For the past two and a half years he worked in an advertising agency, where he was responsible for Colorama's advertising. There he launched Colorama's consumer branding strategy and introduced the new Colorama corporate identity.

**Intergen Beauty Products Ltd:** Mr Alf Andrew is appointed purchasing and packaging development manager. Mr Andrew has held posts with Armour Pharmaceuticals, Innox and Kolmar Cosmetics. He takes over the responsibilities of Kevin Mann, who was appointed to the board of directors in December 1985.

And following the company's takeover by AAH Holdings (see *C&D*, November 16) there has been a restructuring of the board of directors. Mr P. J. Bell takes over the deputy managing directors' chair and three new directors have been appointed: Mr Kevin Mann group sales director, Mr John Siddiqui technical director, and Mr Ron Young works director.

**Bowater Scott Corporation Ltd:** David Foster, general marketing manager, has

joined Scott Paper International as director of consumer business strategy — Europe; Peter Gough, marketing manager, toilet tissue, is appointed general marketing manager, consumer; Rob Walker moves from marketing manager, domestic products to marketing manager, toilet tissue; Glyn Harper moves from brand manager, Andrex to product group manager, towels, Baby Fresh and new product development; and Peter Bedingfield from brand manager, Scotties to product group manager, facial development.

**Celltech:** J. E. Berriman and N. A. Holladay have been appointed sales director and marketing director respectively. John Berriman was previously manager of the culture products division and Nic Holladay director of healthcare marketing.

**Elizabeth Arden UK:** Mrs Hazeline van Swaay has been appointed director of marketing. Mrs van Swaay has worked with Ciba-Geigy and more recently in cosmetics with L'Oreal. Ms Anna Songin has joined as marketing manager from Revlon. Mr Richard Zapapas, Eli Lilly's vice-president responsible for Elizabeth Arden has retired and his post will now be assumed by Mr Vaughn Bryson, executive vice-president of Eli Lilly.

**Duncan Flockhart & Co Ltd:** Mr Harvey Burniston has been appointed marketing and sales director. Mr Burniston studied accountancy, and started his career in the pharmaceutical industry in 1967 as a medical representative.

**Krups (UK) Ltd:** Mandy Smith has joined as sales representative. Her territory includes Kent, Sussex, Surrey and Hampshire.



## THE TRIANGLE TRUST

The Triangle Trust 1949 fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependants employed or formerly employed in the pharmaceutical industry in Great Britain. Such relief may include assistance with educational expenses.

The Trustees will also consider on their merits any applications for assistance beyond the scope of an employer's responsibilities, concerning education or training at recognised centres of study for general or special subjects.

For additional information,

or to apply for assistance, write to:

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THE TRIANGLE TRUST 1949 FUND  
Clarges House, 6-12 Clarges Street  
London W1Y 8DH

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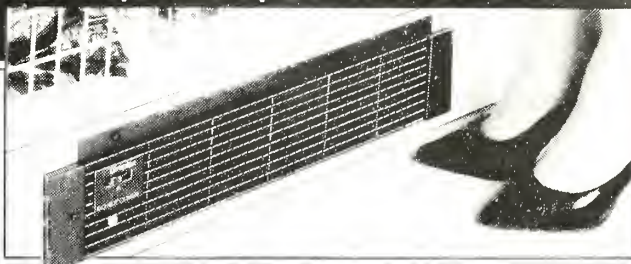
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# Fully-fitted fan heaters

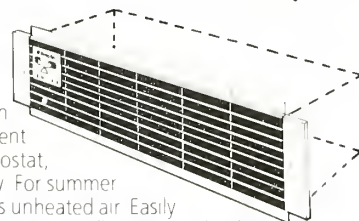
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The controls are remote and can be mounted anywhere convenient. The heater has a variable thermostat, and a thermal cut-out for safety. For summer use, a fan-only setting circulates unheated air. Easily installed, requiring no ducting. Finished in 'bitter chocolate'.



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The Mystery Shopper is still looking for winners! More prizes will be announced in three weeks time: so keep building your Autan displays and win!

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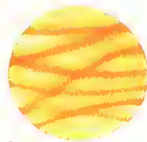


**free comb**

110 ml

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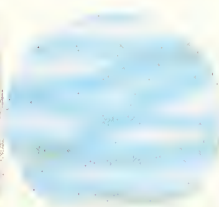
the family treatment kit  
for the elimination  
of head lice in two hours



110 ml

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**PRIODERM<sup>®</sup>**  
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the family treatment kit  
for the elimination  
of head lice  
in two hours

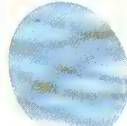


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Further information is available from:



Napp Laboratories, The Science Park, Cambridge CB4 4BH Member of the Napp Pharmaceutical Group

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